



NEWS

FOR IMMEDIATE RELEASE

2/9/2017

Contact: Daniella Delgado
866-571-3449
Daniella@inklinkmarketing.com

***Church's Chicken® Names Pete Servold Executive Vice President of U.S. Operations
Executive Brings 40+ Years in Franchise Operations to Historic 65-Year-Old Brand***

Atlanta, GA – [Church's Chicken®](#), the global quick service restaurant chain, today announced that Pete Servold has been named Executive Vice President of U.S. Operations for the Company. Servold, who has spent his entire adult life in the restaurant industry will be taking an active, hands-on role in maintaining *Church's®* commitment to quality, efficiency, profitability, and a superior guest experience.

"I'm ecstatic to return to *Church's Chicken* in this important leadership role," said Servold. "My focus will be on creating a solid strategy that will guide our team members toward strong, consistent growth and a tireless dedication to giving our guests the best-possible experience with every visit."

Servold previously served with *Church's Chicken* from 2010 to 2014 as Vice President of Operations, and now returns to succeed Joseph Christina, who was promoted to Chief Executive Officer in November 2016.

Prior to joining *Church's Chicken*, Servold served for more than 30 years at McDonald's Corporation in various operational roles, culminating in Vice President of Operations & Franchising, where he assisted in implementing a Just-in-time (JIT) inventory strategy. Implemented in conjunction with long-time former Chairman & CEO Fred Turner, the system enabled the chain to reduce costs through reduced waste and to elevate the customer experience by delivering fresher food and enabling custom orders. Servold also previously held the role of SVP, Franchise Operations for Hooters of America.

"Pete brings a lifetime of career experience across all areas of franchise operations to *Church's*," said Joseph Christina, CEO of *Church's Chicken*. "During his initial time here, he was instrumental in helping us deliver on our mission of providing quick, quality meals to our customers as efficiently as possible. I am fully confident that Pete will continue to leverage his strategic vision and leadership skills to guide *Church's* through this exciting time of continued growth and expansion."

About *Church's Chicken*®

Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken*® is one of the largest quick service restaurant chicken chains in the world. *Church's*® specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, *Tender Strips*®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's*® (along with its sister brand *Texas Chicken*® outside the Americas) has more than 1,650 locations in 24 countries and

international territories and system-wide sales of more than \$1 billion. For more information, visit www.churchs.com. Follow *Church's*® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.
###

www.churchs.com

Headquarters: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770)-350-3843