

**FOR the  
LOVE  
of CHICKEN™**



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Contact: Tara Hamp  
866.252.1750, x 129  
tara@inklinkmarketing.com

**CHURCH'S® INTRODUCES SMOKEHOUSE HALF CHICKEN®**

*New "Naked" Menu Option Removes Breading and Batter for Juicy Smokehouse Taste*

ATLANTA, GA – This summer, *Church's Chicken*® is taking a stripped-down approach with the launch of its new Smokehouse Half Chicken. The popular international chicken brand is taking a bold departure from its signature method of preparation, by focusing on the bare chicken essentials - Serving a smoky, seasoned half chicken with zero batter or breading.

"When a fried chicken brand like *Church's*® says they're going to offer an unbattered and unbreaded option, it's a big deal," said Jennifer Chasteen, Senior Director of Brand & Product Strategy at *Church's Chicken*. "Delivering a simplified preparation method on a half chicken is something we're able to do because of our long-standing tradition of quality and innovation. Guests tell us that our chicken tastes great with or without its crunchy hand-battered exterior."

"Naked" Smokehouse Half Chicken will be available at participating *Church's* restaurants beginning June 27<sup>th</sup> and continuing through July 31<sup>st</sup>, while supplies last. During that time, guests that visit the *Church's* website, social media outlets, and the brand's mobile loyalty app will be able to enjoy many enticing reminders that Naked chicken is most definitely 'in' this summer. A generous half-chicken portion is served with a signature Honey-Butter Biscuit, starting at just \$3.99, allowing for a full experience with the savory, smoky flavor profile – juicy white breast meat plus rich, tender dark meat, all with a hint of hickory smoke and delicious spice rub applied directly to the skin.

"Smokehouse Half Chicken is certainly a distinct offering for *Church's* and within the broader category," Chasteen added. "You get right to juicy chicken, with an authentic smoky flavor profile. It's a tasty twist that's just right for summer."

**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 25 countries and international territories and system-wide sales of more than \$1 billion. For more information, visit [www.churchs.com](http://www.churchs.com). Follow *Church's* on Facebook at [www.facebook.com/churchschicken](http://www.facebook.com/churchschicken) and Twitter at [www.twitter.com/churchschicken](http://www.twitter.com/churchschicken).

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