

HAVE *the* LOVE®



FOR IMMEDIATE RELEASE
1/18/2015

Contact: Alexandria Autry
866.252.1750, x129
Alex@inklinkmarketing.com

Church's Chicken® Brings the Heat with New Texas Pete® Wings ***Guest Favorites Team Up Just in Time for the Big Game***

ATLANTA, GA – Americans are expected to eat 1.25 billion chicken wings during the 2016 Super Bowl, according to the National Chicken Council, and this season, guests can look to *Church's Chicken*® to feed the need. The international quick-service restaurant chain, known for its hand-battered-from-scratch fried chicken and signature honey-butter biscuits has announced it is teaming up with fellow guest favorite, *Texas Pete*®, to add bone-in wings to its menu for a limited time. Beginning January 18th, guests can indulge in “The Wings That Bite Back”, Church's juicy, marinated, bone-in chicken wings, fried up golden brown and seasoned with an extra kick of spicy *Texas Pete*®.

“Wings are one of America's favorite ways to enjoy fried chicken,” shared Jennifer Chasteen, Senior Director of Brand & Product Strategy at *Church's*®. “We're proud to once again team with *Texas Pete*® to bring our guests a best-in-class spicy, bone-in wing.”

Last fall, the two brands collaborated on a popular spicy, boneless chicken *Tender Strips*® recipe. Following the strong response to that flavor profile, *Church's* is looking to bring the spicy, kicked-up taste of *Texas Pete*® to the beloved chicken wing.

“We're expecting the *Texas Pete*® Wings to be a big win for our guests and we're looking forward to being part of football celebrations across the country this season,” said Chasteen.

Available January 18th through February 7th, while supplies last, guests will be able to choose a 5-piece meal, complete with fries and a honey-butter biscuit. Or for those looking to feed the team, a 20-piece *Texas Pete*® Family Wings meal is also available. *Texas Pete* is a registered trademark of T.W. Garner Food Company.

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. 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