

# HAVE *the* LOVE®



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## ***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 18<sup>th</sup>, 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 18<sup>th</sup> through February 7<sup>th</sup>, 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](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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