

# HAVE *the* LOVE®



**FOR IMMEDIATE RELEASE**  
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## ***Church's Chicken® Brings the Heat with TEXAS PETE® Tender Strips®*** Zesty New Menu Item Debuts September 21

ATLANTA, GA – When it comes to fried chicken and hot sauce, *Church's Chicken*® and TEXAS PETE® are two of America's favorites – which is why it is so exciting that the two brands are teaming up for a unique new offering at *Church's Chicken* restaurants. Starting September 21 for a limited time, guests will have the opportunity to enjoy “The Tenders That Bite Back”. *Church's*® freshly hand-battered, all-white-meat *Tender Strips*® dusted with a kick of TEXAS PETE seasoning.

“We know how much people love spicy chicken and both brands have perfected spicy,” said Adam Tabachnikoff, Vice President of Activation and Product Marketing at *Church's*. “Our new TEXAS PETE offering demonstrates our commitment to only the best quality and flavor while adding flavorful heat in every delicious bite.”

*Church's* new TEXAS PETE *Tender Strips* deliver a tangy three-pepper heat in perfect combination with the juicy natural flavor of its premium white-meat chicken or its crispy hand-battered exterior. Guests may order a TEXAS PETE *Tender Strips* meal, which includes three TEXAS PETE *Tender Strips* and a honey-butter biscuit, at an unbeatable *Church's* value, starting at just \$2.99.

This new menu item isn't the first time *Church's Chicken* has introduced a new take on spicy. One of the first side items ever offered at the restaurants was jalapeno peppers, first introduced in the 1950s, and still served today to the tune of 40 million annually. There is also the brand's always-popular *Purple Pepper*™ Sauce, a limited-release dipping sauce made from red bell peppers and Habanero peppers, which last appeared on *Church's* menus in April of 2015.

“Make no mistake, when *Church's* goes for spicy, we ‘*Have the Love*®’ and dial the flavor way up. TEXAS PETE *Tender Strips* are a bold and zesty offering that goes beyond what you expect from middle-of-the-road spicy. We think it's destined to become a new guest favorite,” said Tabachnikoff.

### **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

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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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