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Let's Talk Turnaround – Church's Chicken® Launches Nationwide Conversation Tour
Church's Leadership Visiting Major Markets to Discuss Year of Progress and Next Steps with Franchisees

ATLANTA, GA – July 10, 2018 – As 2018 shapes up to be another year of strong momentum for [Church's Chicken®](#) in terms of sales, growth, and strategic planning, a number of the company's top executives and field leadership teams will meet face to face with franchisees to discuss key business initiatives and future plans. Designed to engage in actionable dialogue with the broader franchise community, *The Conversation Tour* will make its stop in four of the brand's key markets:

- Houston, TX – Tuesday, July 10
- Phoenix, AZ – Wednesday, July 11
- Dallas, TX – Thursday, July 12
- Biloxi, MS – Thursday, July 19

A robust all-day agenda is slated to spark positive conversation around **operations, image, marketing execution** and **financials**. The brand also plans to make key announcements on **delivery** and a structural change to how the brand will build upon its collective strength with its franchisees.

"The Tour is centered around urgency, pride, solutions--- and progress," said Chief Executive Officer, [Joe Christina](#). "We have worked with a sound strategic plan to lead our franchisees towards igniting growth, driving guest satisfaction, and delivering the results we expect" continued Christina. "I'm proud of how far we've come--- and know there's more to do. We're energized and excited about this Tour!"

Moving ahead for the brand is a pipeline of new development, both domestically and internationally. The brand's new marketing campaign is also resonating with its target audience and delivering results. "We're fast-tracking a number of menu innovations that will continue to satisfy existing and future guests of the *Church's* brand," said Christina. "These efforts are securing the next leap for our brand's growth".

Christina's face-to-face leadership style has been a cornerstone of the brand's re-energized strategic direction since taking on the top executive role in late 2016. Joining the CEO on the Conversation Tour are:

- [Dusty Profumo](#), Executive Vice President and Chief Financial Officer
- [Pete Servold](#), Executive Vice President of U.S. Operations
- [Hector Munoz](#), Executive Vice President and Global Chief Marketing Officer
- [Kirk Waisner](#), Senior Vice President of Global Research & Development and Quality Assurance

Cajun Operating Company d/b/a Church's Chicken
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- [Chris Ward](#), Senior Vice President of Global Supply Chain
- [David Knies](#), Vice President of Domestic Franchise Development

Tour “Roadies” also include Regional Franchise Directors Bob Bray, Bib Gibson, Pamela Preston and Harold Murphy; Field Marketing Managers Rob Burns, Missy Maio, Amanda Robbins, Kelly Staha and Victoria Vela; Zone Directors Angela Pettaway and Jorge A. Sierra. Each will be active participants in their respective markets throughout the Tour.

Another exciting element to the Tour will include live radio broadcasts where followers of the brand, guests and team members will get to hear all about the Tour. This is another way the brand is making connections and sharing the conversation with the communities they serve.

“This Conversation Tour is one way to further demonstrate that we’re listening and creating actionable and measurable commitments for the entire franchise system,” continued Christina. “It’s all about strengthening the brand and global commitment to our guests. Our vision to become the global franchisor of choice is clearer than ever”.

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 1,500 locations in 23 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.

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