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## NEWS

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### **Church's Chicken® Joins Thriving Vancouver Airport Restaurant Scene** *Restaurant Becomes One of the Biggest Brands Represented at Major International Travel Hub*

ATLANTA, GA – With nearly 20 million passengers passing through its gates per year, food and beverage at the [Vancouver International Airport](#) is serious business. Top brands from around the world compete to serve a global clientele at this gateway destination – Canada's second-busiest airport. Thanks to a new agreement with SSP America, [Church's Chicken®](#) is now among the choices available to hundreds of thousands of daily travelers starting April 22nd. The move will make *Church's®* one of the largest brands at the airport, and the only restaurant dedicated to world-famous quality fried chicken served quickly for those on the go.

"Quick-service restaurants like ours have a unique opportunity when it comes to non-traditional locations like airports," said Bill Schreiber, Vice President of Global Business Development at *Texas Chicken®/Church's Chicken®*. "We've already perfected a rapid service concept execution, delivering great tasting, high quality food to guests who are in a hurry, but looking for a great meal. At the same time, non-traditional locations allow us to reach new customers and expand our brand awareness in these important centers of activity."

Non-traditional locations are undeniably massive hubs of diverse people, who share a common appreciation of accessibility. As the fourth-largest chicken restaurant chain in the world, *Church's* uses these venues to capture the attention of audiences that may, otherwise, be far too busy for the traditional drive-thru or dine-in. Guests no longer have to forego their favorite restaurants due to the hustle and bustle of life. The ability to take advantage of this niche is becoming essential to facilitate brand growth and overall evolution.

"Non-traditional locations, especially airports, provide an opportunity for us to deliver the brand that consumers love while on the go," said Zack Kollias, Executive Vice President of International Operations at *Texas Chicken/Church's Chicken*. "At a time when *Church's* is taking huge steps to continue expanding its presence in the international market, developing non-traditional locations will continue to cater to new customers and fortify our growing global community."

"Our extensive portfolio in the food and travel space, paired with *Church's*' unique flavor and commitment to quality, is just a piece of what makes this new relationship so exciting," said Pat Carroll, Senior Vice President, Brands and Concepts of SSP America. "Regardless of where your journey is taking you, quality food is essential, so we're happy to bring the guests of Vancouver International Airport a hearty option."

*Church's* is continuing to broaden its scope through exploring non-traditional territory. With several locations in travel plazas and a current express location in Luis Muñoz Marín International in San Juan, Puerto Rico, the chicken giant has plans to continue tapping into high-traffic, non-traditional locations and the advantages they offer.

[www.churchs.com](http://www.churchs.com)

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### **About Texas Chicken / Church's Chicken**

Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken*, along with its sister brand *Texas Chicken* outside of the Americas, is one of the largest quick service chicken restaurant chains in the world. The brands specialize 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 Chicken* and *Texas Chicken* have more than 1,650 locations in 25 countries and global markets 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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