

HAVE *the* LOVE®



FOR IMMEDIATE RELEASE
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CHURCH'S CHICKEN® WILL HAVE FANS SEEING PURPLE WITH RETURN OF *PURPLE PEPPER™ SAUCE*

Chicken chain turns up the heat with signature sauce for a limited time

ATLANTA, GA – [Church's Chicken®](#), one of the world's largest and most popular quick service chicken restaurant chains, will have tongues twisting with delight over the return of its signature [Purple Pepper™ Sauce](#) starting March 30, 2015. All participating restaurants will be bringing the spicy, yet sweet and jammy dipping sauce back by popular demand. The lip-smacking sauce will be available for a limited time and pairs perfectly with Church's® fresh, hand-battered, all-white meat chicken [Tender Strips®](#).

"We know our fans like it hot, and in fact, they can't get enough of the sweet, jammy heat of **Purple Pepper™ Sauce**," said Adam Tabachnikoff, Vice President of Activation and Product Marketing for Church's Chicken®. "For more than 15 years, it ranks as one of the top menu requests we receive. Our guests like it spicy, and our dipping sauces allow them to build the heat to their liking."

Take a peek at the **Purple Pepper™ Sauce** commercial by [clicking here](#).

Spice Factor

Church's® **Purple Pepper™ Sauce** features a blend of red bell peppers and Habanero peppers. It has a jam-like consistency that's great for dipping with Spicy or Original [Tender Strips®](#), which are available as a meal for one or for the whole family. Feeling adventurous? Try topping Church's® scratch-made honey-butter biscuits with **Purple Pepper™ Sauce**.

Church's® signature **Purple Pepper™ Sauce** will be available for a limited time at participating restaurants, and while supplies last.

Every day, Church's® offers chicken lovers an assortment of delicious dipping sauces, including Honey BBQ and Creamy Jalapeño. To view additional menu items or find the nearest restaurant, visit www.Churchs.com or download the free Church's® app.

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-

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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 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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