

It's Crunch Time!®



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Texas Chicken® Opens Two New Restaurants in Bulgaria

ATLANTA, GA – *Texas Chicken*, the brand famous for its hand-battered fried chicken and honey-butter biscuits, has opened two new restaurants in Bulgaria. The first restaurant is located in one of Sofia's most popular spots, Slaveikov Square, while the second restaurant is located in the Druzhba neighborhood. The two restaurants are part of a larger development deal with franchisee Cinema Entrainment EOOD, which projects the opening of more *Texas Chicken* restaurants within the next few years.

"We're proud to share the *Texas Chicken* brand with guests in Bulgaria," said Bill Schreiber, Vice President of Global Business Development at *Texas Chicken®/Church's Chicken®*. "With the combination of our quality fried chicken, freshly prepared home-style products, and innovative STAR image design, we are certain that guests in Sofia and throughout Bulgaria will fall in love with our brand."

In addition to the two new restaurants, a third *Texas Chicken* restaurant will be opening in Arena Cinema West in November 2015.

"The *Texas Chicken* brand has a long history of serving great tasting, high quality fried chicken," said Ivo Milikin, General Manager of *Texas Chicken* Bulgaria franchisee Cinema Entertainment. "We truly believe that *Texas Chicken* is a great addition to our portfolio and will become the brand of choice for Bulgarian guests who crave delicious fried chicken."

Texas Chicken is known for delivering big, juicy, crunchy chicken that's prepared in small batches from scratch throughout the day. Signature products include honey-butter biscuits, Mexicana Sandwich, Mexicana Wrap and a decadent Shortcake line which features a honey-butter biscuit topped with ice cream and drizzled with caramel, strawberry or chocolate.

About Cinema Entertainment EOOD

Cinema Entertainment EOOD operates local and international restaurant brands. The company is the franchisee in Bulgaria for *Texas Chicken*, *Burger King*, *Wagamama* and *Roadhouse Grill*. Its commitment to provide quality products and customer service has made it a premium operator in the food service industry in Bulgaria.

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

www.churchs.com

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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. Follow *Church's*® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

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