

# HAVE *the* LOVE<sup>®</sup>



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## **CHICKEN & WAFFLE BITES ARE BACK AT CHURCH'S CHICKEN<sup>®</sup> FOR A LIMITED TIME**

*The best-selling menu item returns on June 29*

ATLANTA, GA – With fried chicken and waffles making an appearance on menus all over the country, *Church's Chicken*<sup>®</sup> announced it will be bringing back by popular demand its delectable **Chicken & Waffle Bites** meal nationwide starting June 29, 2015. The unique pairing consists of three juicy, hand-battered, all-white meat *Tender Strips*<sup>®</sup> and five miniature maple-flavored Waffle Bites. When previously featured in 2014, **Chicken & Waffle Bites** were one of the most popular special menu items of the year for *Church's Chicken*<sup>®</sup>. The brand expects an even bigger response this year.

"We're proud to have been out in front of the Chicken & Waffles trend long before it made its way to other restaurants," said Adam Tabachnikoff, Vice President of Marketing Activation and Product Development at *Church's Chicken*<sup>®</sup>. "Where others are just starting to appreciate this sweet-and-savory flavor profile, *Church's*<sup>®</sup> has been fine tuning our recipe to absolute perfection."

One of the ways the quick-service chicken chain is delivering on that promise is through its long-standing "Have the Love<sup>™</sup>" commitment to quality. Each **Chicken & Waffle Bites** meal is made from top-quality ingredients, such as all-white meat chicken, waffles sprinkled with a buttery-sweet toffee, and the signature savory seasoning blend found in the brand's beloved fried chicken batter.

**Chicken & Waffle Bites** will re-appear on *Church's Chicken*<sup>®</sup> menus nationwide beginning June 29, 2015. It's just one more way the restaurant is bringing "the love" to its loyal guests and chicken lovers everywhere. **Chicken & Waffle Bites** will available for a limited time at participating restaurants.

### **About *Church's Chicken*<sup>®</sup>**

Founded in San Antonio, TX in 1952 by George W. Church, *Church's Chicken*<sup>®</sup> is one of the largest quick service restaurant chicken chains in the world. *Church's*<sup>®</sup> specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, *Tender Strips*<sup>®</sup>, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's*<sup>®</sup> (along with its sister brand *Texas Chicken*<sup>®</sup> 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](http://www.churchs.com). Follow *Church's*<sup>®</sup> 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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