



FOR IMMEDIATE RELEASE

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Fans Asked...Church's® Answered – The \$5 Real Big Deal is Back!

\$5 Ultimate Choice Value Meal Returns Today, Monday, April 2nd

ATLANTA, GA – Due to overwhelmingly positive consumer response, [Church's Chicken®](#) has brought back its ground-breaking value offer first introduced last August – the \$5 Real Big Deal – giving guests the freedom to create their own 'real big meal' from thousands of flavor combinations, all for just \$5.

With the \$5 Real Big Deal, guests not only get to choose 2 pieces of mixed chicken or 3 *Tender Strips®*, in original or spicy, they can also select any two of *Church's* delicious and unique home style side dishes, including baked macaroni & cheese, *Jalapeño Cheese Bombers™*, fried okra and corn-on-the-cob.

Each \$5 Real Big Deal is topped off with *Church's* scratch-made *Honey-Butter Biscuit™*, plus a signature jalapeño pepper to squeeze over chicken for an extra spicy kick – one of the brand's most beloved custom flavor traditions, dating back to 1952. Everyone gets what they want, and for just \$5, regardless of the combination.

"Giving consumers more taste and flavor is what the \$5 Real Big Deal is all about," explained [Jennifer Chasteen](#), Vice President of Brand Strategy and Activation for *Church's*. "We listened to what guests have been telling us, they want strong \$5 meal values, built their way. We're happy to help maximize their choices *and* their budgets by bringing back one of their all-time favorite offers."

Those seeking family-sized value can also count on *Church's* new \$15 Real Big Family Deal, a generous meal that can feed four or more, featuring 12 pieces of chicken, plus choice of any two large sides for just \$15. Both the \$5 Real Big Deal and the \$15 Real Big Family Deal will be available for a limited time at participating *Church's* restaurants, beginning today.

"Whether you're feeding yourself or the whole family, there's a Real Big Deal to suit your appetite," added Chasteen.

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®*, *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 1,600 locations in 27 countries and international territories and system-wide sales of more than \$1

Cajun Operating Company d/b/a Church's Chicken

www.churchs.com

Restaurant Support Center: 980 Hammond Drive, Suite 1100, Atlanta, GA 30328 (770) 350-3800

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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