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Smokehouse Chicken Keeps Sizzling at Church's® with New Bourbon Black Pepper Flavor

Ad Campaign Continues to Show In-the-Kitchen Preparations and Culinary Innovation

ATLANTA, GA – In response to overwhelming guest demand for its limited-time-only original Smokehouse Chicken, [Church's Chicken®](#) has announced it will build upon that innovative concept with the launch of new [Bourbon Black Pepper Smokehouse Chicken](#) offering through July 29th.

“When guests tell us they love one of our culinary creations, we’re thrilled to give them even more of what they want,” said [Jennifer Chasteen](#), Vice President of Brand Strategy & Activation for *Church's Chicken*. “Original Smokehouse Chicken is hard to beat, but our chefs have really taken it to the next level with the addition of our new Bourbon Black Pepper sauce.”

Weighing in at nearly a pound, *Church's* Bourbon Black Pepper Smokehouse Chicken is a half chicken, marinated in a savory, smoky seasoning, cooked up crisp and juicy without any batter or breading. All glazed with a sweet-yet-mellow sauce, featuring just a kiss of bourbon flavor and cracked black pepper for a pop of spice. Both the Smokehouse preparation and the Bourbon Black Pepper sauce are unique to *Church's* and were developed by the brand's chefs.

For the launch of Bourbon Black Pepper Smokehouse Chicken, the brand will be continuing its groundbreaking ad campaign, which features an inside look at *Church's* test kitchen and the skilled chefs behind their innovative chicken recipes.

“Our advertising is an authentic look at what *Church's* has always done best,” added [Hector Munoz](#), Chief Global Marketing Officer (CMO) for the brand. “By showcasing our real-food ingredients and the fresh preparation that happens in our kitchens, we’re offering guests the quality and flavor of a sit-down restaurant, with the value and accessibility consumers expect from *Church's*.”

Church's new Bourbon Black Pepper Smokehouse Chicken Meal features a half chicken, choice of side item, plus a signature Honey-Butter Biscuit – all for just \$5. Home-style sides include macaroni and cheese, fried okra, mashed potatoes and gravy, corn on the cob and more. For guests that just can't get enough of that Smokehouse flavor, *Church's* also offers a Smokehouse Family Meal with four half chickens, three large sides and six *Honey-Butter Biscuits*™, starting at only \$25.

All offers are available for a limited time only between June 25th and July 29th, at participating restaurants, while supplies last. Pricing and availability may vary by location.

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

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 1,500 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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