



## NEWS

**FOR IMMEDIATE RELEASE**  
10/26/2017

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***Church's Chicken® Expands \$5 Real Big Deal with the Addition of Chicken Fried Steak on Oct. 30<sup>th</sup>***  
*Chicken Fried Steak Now Joins Mixed Chicken and Tender Strips® as Part of Choice-Driven Value Meal*

**AUSTIN, TX** – Starting at the end of October, guests of *Church's Chicken®* can expect even more variety in their \$5 Real Big Deal, with the addition of local fan-favorite, Chicken Fried Steak, a storied Texas staple that adds a meaty new dimension to the thousands of choices already available in the \$5 Real Big Deal offering.

“As we come to the close of our milestone 65<sup>th</sup> anniversary year, *Church's* is celebrating its Texas roots by highlighting one of the state's most beloved dishes, Chicken Fried Steak,” said Jennifer Chasteen, Vice President of Brand Strategy and Activation for *Church's Chicken*. “Now, with Chicken Fried Steak joining our Real Big Deal, guests can enjoy a Texas-sized helping of the home style comfort food they love for just \$5.”

*Church's* \$5 Real Big Deal with Chicken Fried Steak features a generous portion of tender, savory chopped steak, breaded and fried to perfection and smothered in rich, white country gravy. The meal also includes guests' choice of two sides – with options such as corn on the cob, baked macaroni and cheese, or this month's featured side, fried okra—bite-sized okra coated in cornmeal and fried up golden brown and crisp. Every \$5 Real Big Deal finishes with *Church's* signature honey-butter biscuit, plus a jalapeño pepper for squeezing some extra heat over your meal.

“As much as guests love our signature fried chicken and hand-breaded *Tender Strips®*, they also enjoy the seasonal menu variety of Chicken Fried Steak,” Chasteen added. “Making it part of our Real Big Deal is just one more way we're offering guests a complete meal with even more choice, all at a \$5 price point.”

The limited-time Chicken Fried Steak option will be available at participating *Church's Chicken* restaurants throughout Texas starting October 30<sup>th</sup>, while supplies last.

### **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 billion. For more information, visit [www.churchs.com](http://www.churchs.com). Follow

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