

**FOR the  
LOVE  
of CHICKEN™**



**FOR IMMEDIATE RELEASE**

11/28/16

Contact: Daniella Delgado

866.252.1750, x129

Daniella@inklinkmarketing.com

***Get Ready to Spice up your Holidays at Church's Chicken®***  
***TEXAS PETE® Tender Strips® Are Back for a Limited Time***

ATLANTA, GA – Who says a delicious holiday-season meal has to be traditional? Certainly not *Church's Chicken*, who announced that it has brought back its zesty TEXAS PETE® *Tender Strips* to select locations from now until the end of the year. Made with *Church's* freshly hand-battered, all-white-meat *Tender Strips* that are dusted with a kick of spicy TEXAS PETE seasoning, the popular menu special has already made it onto many guests' holiday wish lists.

"TEXAS PETE *Tender Strips* are a gift to spicy fried chicken lovers like me," said David Kolb, a long-time guest and *Church's Chicken* fan from St. Louis. "When I heard they were coming back for the holidays it made my day!"

Jennifer Chasteen, Senior Director of Brand and Product Strategy at *Church's* says Kolb's response is actually quite common. "There was a lot of positive feedback for TEXAS PETE *Tender Strips* when we first launched them last year. So, we're expecting an even bigger reaction this time around, especially by guests who can't get enough of that flavorful heat."

*Church's* TEXAS PETE *Tender Strips* deliver a tangy, three-pepper heat in perfect combination with the juicy, natural flavor of its premium white-meat chicken and crispy hand-battered exterior. Guests may order TEXAS PETE *Tender Strips* as part of a \$4 Big Box, at participating locations, while supplies last. The \$4 Big Box includes three TEXAS PETE *Tender Strips*, small mashed potatoes and coleslaw, plus a signature honey-butter biscuit, for just \$4.

"Whether it's an escape from colder weather, or something to 'kick up' your taste buds this holiday season, TEXAS PETE *Tender Strips* are a 'hot' item that is sure to please," said 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*, sandwiches, 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 1,650 locations in 25 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

[www.churchs.com](http://www.churchs.com)

Headquarters: 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770)-350-3843

Church's on Facebook at [www.facebook.com/churchschicken](http://www.facebook.com/churchschicken) and Twitter at [www.twitter.com/churchschicken](http://www.twitter.com/churchschicken).

**TEXAS PETE is a registered trademark of T.W. Garner Food Company.**

###

**www.churchs.com**

**Headquarters:** 980 Hammond Drive, Suite 1100 Atlanta, GA 30328 (770)-350-3843