



FOR IMMEDIATE RELEASE

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Church's Chicken® Rings in the New Year with Variety and Value 'Double Feature'

Introducing NEW Handheld Chicken Pot Pie; Plus, Buttermilk Ranch MegaBites® Are Back – All Starting at Just \$3

ATLANTA, GA – Church's Chicken is kicking off the new year with double the deliciousness, featuring a duo of limited-time offerings sure to appeal to the flavor seeker in all of us - without breaking the bank.

First is the all-NEW Handheld Chicken Pot Pie – a perfectly portable version of classic chicken pot pie, featuring all-white-meat chicken and mixed vegetables in a buttery and creamy sauce wrapped in a hot, flaky and golden fried pie crust. In addition, fans will celebrate the return of one of Church's most popular *Down Home* taste sensations – Buttermilk Ranch *MegaBites*® – dippable, portable and juicy, all-white-meat chicken bites hand battered and breaded in Church's signature coating, cooked to a golden crisp and tossed in Church's tangy, herbed buttermilk ranch seasoning. All starting at just \$3.

“Our culinary experts are renowned for inventing new and clever ways for Church's timeless tastes to fit perfectly with guests' modern lives,” says [Jennifer Chasteen](#), Vice President of Brand Strategy & Activation for Church's. “On-the-go versions of homestyle classics like our new Handheld Chicken Pot Pie and Buttermilk Ranch *MegaBites*, deliver a new twist on honest-to-goodness comfort food you can carry.”

Beginning Monday, December 30, while supplies last, guests can enjoy Church's NEW Handheld Chicken Pot Pie starting at the introductory price of two for \$3. In addition, guests can choose their own right-sized Buttermilk Ranch *MegaBites* meal – with a five-piece *MegaBites* and *Honey-Butter Biscuit*™ starting at just \$3, an 8-piece *MegaBites*, Fries and *Honey-Butter Biscuit* for \$5, or a 20-piece *MegaBites* for only \$10.

“To kick off the new year, we're pleased to offer consumers big Church's flavor and value with new takes on the tastes they love, plus grab-n-go meal options to fit any budget or appetite,” Chasteen adds.

About Church's Chicken®

Founded in San Antonio, Texas, 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, homestyle 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 25 countries and international territories. With system-wide sales of more than \$1 billion, the system had a recording-breaking year in 2019. During two national media windows the brand drove sales performance that outpaced the broader QSR

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

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