



Church's Chicken Introduces Game-Changing Fried Chicken Sandwich

- **Launch Date:** October 26, 2020; available at locations nationwide
- **Sandwich Components:**
 - Cross-cut, toasted and honey-buttered brioche bun
 - Juicy, all white meat chicken breast filet, hand-breaded with Church's signature home-style seasoning with a hint of buttermilk, cooked to a golden crisp
 - Topped with a dollop of mayo and crunchy pickles
 - *Spicy Sandwich: Includes bold, spicy mayo sauce, plus one of Church's signature jalapeño peppers on the side
- **Flavor Profile:**
 - The juicy, all white meat chicken breast filet is marinated in buttermilk, hand-breaded to perfection
 - The pillowy-soft brioche bun and signature Honey-Butter adds an unexpected sweetness to the sandwich that complements Church's Texas-inspired proprietary seasoning recipe, featuring visible black pepper notes
 - Crunchy pickles and creamy mayo add layers of texture and a subtle balance to the filet's savory flavor components
 - A signature pickled jalapeno is included with Spicy sandwich orders for squeezing to achieve a customized level of spice, introducing a whole new generation of fried chicken lovers to a Church's tradition dating back to 1952
- **Price and Purchase Details:**
 - Introductory Sandwich Price: **\$3.99**
 - Combo Sandwich Price: **Starting at \$5.99** (*price and participation may vary*)
 - Combo includes regular fries and a drink
 - Guests can easily and safely order the new Chicken Sandwiches at their local Church's via drive-thru, carry-out and Order Ahead where available nationwide
 - For added convenience, Church's has partnered with DoorDash to be the exclusive on-demand delivery platform for the product launch

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- **Company History and Inspiration:**

- Nearly 70 years ago, George W. Church, Sr. opened Church's Fried Chicken-To-Go in San Antonio, Texas, a walk-up fried chicken stand across from the Alamo. Today, Church's Chicken has grown to a system of more than 1,500 quick-service restaurants across the globe, still known today for that same namesake fried chicken, that is still freshly-made in small batches from scratch all day long.
- Church's has specialized in fried chicken since 1952 and is constantly cooking up new crave-worthy recipes inspired by the bold flavors and ingredients of Texas, to delight fans and fried chicken lovers alike.
- Church's much-anticipated Chicken Sandwich is six-plus decades in the making, showcasing the brand's storied dedication to culinary perfection: Made by Fried Chicken Lovers for Fried Chicken Lovers.
- The brands specialize 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.
- Understanding that chicken sandwiches are in demand in QSR, behind the scenes Church's has been preparing for this moment for decades. Their supply chain has been pressure-tested and the operations team has perfected the recipe and preparation. All to ensure that nothing stands between their loyal guests and the first bite of the long-awaited Church's Chicken Sandwich.



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