



**FOR IMMEDIATE RELEASE**  
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**Church's Chicken® launches new fan inspired \$5 Sweet Heat Feast**  
*A feast that gives guests the best of both worlds – Sweet & Heat*

**ATLANTA, GA** – [Church's Chicken](#) fans follow the mantra IFYKYK (If you know, you know), which was the inspiration for the brand's new limited-time-only \$5 Sweet Heat Feast. Starting Monday, April 20<sup>th</sup>, *Church's* will introduce a new expanded meal offer including dessert, a perfect combination of the only-at-*Church's* spicy and sweet flavors consumers love most.

Spicy Tenders are the centerpiece of *Church's* new Sweet Heat Feast. *Church's* juicy, all-white-meat chicken tenders are freshly prepared with a proprietary, five-pepper blend that delivers bold flavor from the inside out. Guests are invited to dial up the heat and chase it with a little sweet, with the return of *Church's* legendary *Purple Pepper™* sauce – a signature blend of habanero peppers, bell peppers and sticky-sweet goodness – back for a limited time in a new larger size, perfect for dipping. All served with golden crispy fries and a signature jalapeno and topped off with a Frosted *Honey-Butter Biscuit* for dessert. Guests may choose between a Three-Tender Sweet Heat Feast for \$5 or a Five-Tender meal for just a few dollars more.

"With an everyday menu that includes so many iconic tastes, it made sense to bring them all together in a complete meal at an unbeatable *Church's* value," says [Jennifer Chasteen](#), Vice President of Brand Strategy & Activation for *Church's*. "The Sweet Heat Feast is like a *Church's* greatest-hits meal that combines fan-favorite flavors including our *Purple Pepper™* sauce, creating a crave-worthy, one-of-a-kind taste profile that only *Church's* can offer."

The \$5 Sweet Heat Feast is available at all participating *Church's* restaurants, while supplies last.

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

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**Cajun Operating Company d/b/a Church's Chicken**  
**[www.churchs.com](http://www.churchs.com)**

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