



Church's Chicken® unveils new signature Texas Tenders™

Texas-sized Tenders 'N Shrimp meal hits menus nationwide Jan. 28, enhancing Church's growing boneless chicken menu offerings

ATLANTA (Jan. 28, 2020) – [Church's Chicken](#), the national fried chicken quick-service restaurant beloved for its bone-in chicken, today announced the arrival of its newest boneless chicken category offering: *Church's Texas Tenders™*. Starting Jan. 28, *Church's* new *Texas Tenders* will be a permanent menu item, meeting the growing demand for high-quality boneless chicken and on-the-go menu options following the successful launch of the *Church's* Chicken Sandwich in October 2020. The *Texas Tenders* are big and bold, taking inspiration from *Church's* home state of Texas, and are debuting in the *Tenders 'N Shrimp meal*, a limited-time combo offering available for Lent.

“The evolution of our tenders with the introduction of our new *Texas Tenders* gives our guests even more reasons to choose *Church's*,” said Brian Gies, chief marketing officer for *Church's*. “With the new *Texas Tenders 'N Shrimp meal*, we're combining two menu items packed with the flavors our fans crave. You can taste the punched-up flavor in every bite of these *Texas Tenders* and Crispy Butterfly Shrimp, delivering an authentic taste of down-home cooking.”

The new *Texas Tenders* are marinated in buttermilk, hand breaded with *Church's* signature seasoning blend and cooked to a golden crisp. To boost the flavor even more, the *Texas Tenders* will come with new Smoky Honey-Q dipping sauce that is a blend of BBQ and honey mustard with a hint of seasoning that adds a combination of sweet, heat and smoke in every dip.

Delivering even bigger, bolder value, each *Texas Tender 'N Shrimp meal* is served with two *Texas Tenders*, four Crispy Shrimp, fries, a *Honey-Butter Biscuit™* and cocktail sauce, all for just \$5.

This seasonal meal deal is available for a limited time only at participating *Church's* restaurants, while supplies last. Guests can easily and safely order the new *Texas Tenders 'N Shrimp meal* at their local *Church's* via drive-thru, carry-out and Order Ahead where available nationwide. The *Texas Tenders* join the *Church's* Chicken Sandwich as a permanent menu item, extending the brand's culinary innovation in the boneless chicken space.

To accompany the “drop” of *Church's* new *Tenders 'N Shrimp meal*, the brand is releasing an exclusive Look Book featuring fashion-inspired photos of the *Tenders* and *Shrimp*, inviting fans to indulge in the art of this new homestyle combination. By following *Church's* on social media, super-fans may have a chance to get their hands on a limited-edition *Church's* fanny pack, insulated and ready to carry a *Texas Tenders 'N Shrimp meal* around in style. The stylish fanny pack is a perfect accessory to keep those flavor-packed tenders and crispy shrimp nice and warm while on-the-go.

To learn more about the new *Church's Texas Tenders 'N Shrimp meal*, and to find a nearby location, visit www.churchs.com.

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. The



chain is famous for its 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 brands Texas Chicken® and Church's Texas Chicken® outside the U.S.) 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 record-breaking year in 2019. For more information, visit www.churchs.com. Follow Church's® on [Facebook](#), [Twitter](#) and [Instagram](#).

Tender 'N Shrimp Media Assets

Church's Texas Tenders 'N Shrimp



Texas Tenders Collection Look Book





Custom Insulated Fanny Pack



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