

Church's Chicken® Brings Home the Bacon with Texas-Cut Bacon Chicken Sandwiches

Church's Chicken® customers can now add extra-thick applewood smoked bacon to their chicken sandwiches

ATLANTA (October 26, 2021) – Today, *Church's Chicken*® announced the newest gamechanger to its lineup with the Texas-Cut Bacon Chicken Sandwich. Starting on October 28, *Church's*® is giving bacon the home it deserves by bringing crispy, thick-cut applewood smoked bacon to its chicken sandwich – available in Original, Spicy or Smoky Honey-Q. It's no secret that *Church's*® is big on Bold Texas Flavor™, which is why they're dubbing the combination of Texas-Cut Bacon and the *Church's Chicken* Sandwich as "BFFs," "Best Flavors Forever" that is.

The mouth-watering, thick-cut bacon pairs perfectly with *Church's*® juicy all white meat chicken breast filet, hand-breaded with our signature homestyle seasoned breading with a hint of buttermilk and cooked to a golden crisp.

"A natural evolution of our more distinctive menu innovation journey is bringing even bolder, Texas-inspired flavors to our guests," said Brian Gies, Chief Marketing Officer for *Church's*®. "Our thicker-cut applewood smoked bacon is unlike any other in quick-service dining, creating a perfect flavor pairing, while still bringing the signature *Church's*® Texas flair that guests know and love."

The Texas-Cut Bacon *Church's Chicken* Sandwich starts at just \$4.99. If guests want to take that Texas taste up a notch, they can upgrade to a combo with a large drink and regular fries starting at \$6.99. For an extra kick, guests can order the Spicy Texas-Cut Bacon *Church's Chicken* Sandwich, adding a jalapeno pepper and spicy mayo to the offering.

To get into the holiday spirit, *Church's*® will also be offering a limited time Coca-Cola® holiday cup with select combos starting on November 29. Celebrating the bold flavors of *Church's*® and the classic taste of Coca-Cola®, these commemorative 32 oz. cups feature festive colors and lettering that reads "Taste Where The Holidays & Texas Spirit Come Together."

The Texas-Cut Bacon *Church's Chicken* Sandwich is available for a limited time only between October 28 and December 26, 2021, at participating restaurants, while supplies last. Pricing and availability may vary by location. For more information, 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 world's largest quick-service restaurant chicken chains. *Church's*® specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, The *Church's Chicken* Sandwich, Texas Tenders™, Honey-Butter Biscuits™ made from scratch and freshly baked, and classic, home-style sides all for a great value. *Church's*® (along with *Church's Texas Chicken*®

in the Americas and 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 \$1.2 billion, the system had a record-breaking year in 2020. For more information, visit www.churchs.com. Follow *Church's*® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

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