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Contacts: Mark Baldwin
Chick-fil-A, Inc.
(404) 684-8598

Kristal McKanders
Jackson Spalding for Chick-fil-A
(404) 214-3558

Chick-fil-A Cows Campaign for Breakfast, Host Nationwide Giveaway the Week of Labor Day

Restaurant chain offers free breakfast entrees Sept. 6 – 10 via online reservation system

ATLANTA (Aug. 29, 2011) – The Chick-fil-A “Eat Mor Chikin[®]” Cows are asking customers to vote “Chikin 4 Brekfust.” To help the Cows along the campaign trail, Chick-fil-A[®] is treating customers to breakfast the week of Labor Day at its restaurants nationwide. Beginning today, Chick-fil-A patrons can visit www.chick-fil-aforbekfast.com to reserve the free Chick-fil-A[®] breakfast entrée of their choice. Reservations may be redeemed Sept. 6 – 10 during breakfast hours (6:30 to 10:30 a.m.) at the selected restaurant by presenting a printed copy of the personal invitation received upon making a reservation on the website. The offer is limited to one free breakfast entrée per customer, per restaurant during the five-day period. Offers and availability may vary at participating locations.

Customers will have up to nine breakfast entrées to choose from, including the Chick-fil-A[®] Chicken Biscuit, Spicy Chicken Biscuit, Sausage Biscuit, Chick-fil-A Chick-n-Minis[™] (three-count), Chicken, Egg & Cheese Bagel, Bacon, Egg & Cheese Biscuit, Chicken Breakfast Burrito, Sausage Breakfast Burrito and the new Multigrain Oatmeal. Entrée choices may vary by restaurant.



While the free breakfast giveaway will showcase Chick-fil-A’s diverse menu options, the promotion also gives the chain an opportunity to highlight its latest breakfast menu addition, Multigrain Oatmeal. Introduced nationally in July as an option for its health-minded customers, Chick-fil-A’s Multigrain Oatmeal is slow cooked in kettles to retain the nutritional value naturally found in oats. The mixture is a combination of steel-cut oats, rolled oats, flax, buckwheat flour and whole wheat flour. Customers can choose one of three toppings, including cinnamon brown sugar, roasted mixed nuts (almonds, pecans and walnuts) or a dried fruit blend (cranberries, blueberries, golden raisins and cherries).

“We have been very intentional about building our breakfast day-part over the past several years,” said Steve Robinson, Chick-fil-A’s senior vice president of marketing. “This giveaway allows us to showcase the diversity of our breakfast menu – highlighting our signature breakfast items, such as our original Chick-fil-A® Chicken Biscuit or Chick-n-Minis™, as well as some of our non-chicken breakfast items, including our Sausage Biscuit or Breakfast Burrito and our new Multigrain Oatmeal.”

Chick-fil-A’s entry into the breakfast market came in 1986 when the then mall-based chain expanded outside of shopping centers and began building stand-alone restaurants that opened for the full breakfast day-part. The chain has steadily focused on building the breakfast day-part over the past five years and has diversified its morning menu with Breakfast Burritos, Bagel Sandwiches, Fruit Cups, Yogurt Parfaits and now Oatmeal.

“For years, we have developed our full Chick-fil-A menu to offer our customers a variety of options based on eating preferences,” Robinson added. “We feel the success we have had building our breakfast sales is directly tied to expanding menu options we continue to offer to our breakfast customers.”

About Chick-fil-A, Inc.

Atlanta-based Chick-fil-A, Inc. is the nation’s second-largest quick-service chicken restaurant chain (based on sales), with more than 1,565 restaurants in 39 states and Washington D.C. In 2010, Chick-fil-A produced record sales of \$3.5 billion – an 11.37 percent overall increase and a 5.92 percent same-store sales gain that helped extend the chain’s streak of consecutive sales gains to 43 years.

Credited with inventing the boneless breast of chicken sandwich and first introducing the chicken nugget concept, Chick-fil-A serves nutritious and freshly prepared food products in mall locations, stand-alone restaurants, drive-thru-only restaurants, Chick-fil-A Dwarf House® and Truett’s Grill® full-service restaurants, and through licensed outlets in college campuses, hospitals, airports, businesses and industrial sites. More information about Chick-fil-A is available on the chain’s websites, located at www.chick-fil-a.com/pressroom , or through Facebook at www.facebook.com/ChickfilA or Twitter: www.Twitter.com/ChickfilA.

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