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Chick-fil-A Rolls Out New Cow Calendar, Seasonal Milkshake for the Holidays

ATLANTA (Oct. 31, 2011) – This holiday season, the Chick-fil-A “Eat Mor Chikin[®]” Cows are honoring the historic contributions of the cows that came before them to influence world history in the chain’s new 2012 Cow Calendar. The holiday cheer from Chick-fil-A[®] doesn’t end with the release of the annual Cow Calendar. The Atlanta-based restaurant chain is also bringing the Peppermint Chocolate Chip Milkshake back to menus as a limited-time flavor.

The 15th edition of the cow-themed calendars, entitled “*Trail Grazers: Blazing New Paths That All Lead to Chicken,*” pays tribute to some of world history’s bravest human explorers. Twelve courageous bovines that ventured into new frontiers by air, land and sea are featured in the calendar, proving that cows can do more than make a good meal. Among the famous trail grazers featured are “Amealia Airhoof,” the “first heifer in flight who took to the skies to spread the message of chicken” and “Corralin’ Shepard,” the bovine who ventured into space to “make one giant leap for cow kind aboard Apoultry 14.”

Beginning today, the calendars can be purchased at any participating mall or stand-alone Chick-fil-A[®] restaurant for \$6 (plus tax) through early January (or until supplies last). Calendars may also be purchased online through the chain’s website, www.chick-fil-a.com.

Back by popular demand, Chick-fil-A’s Peppermint Chocolate Chip Milkshake also returned to Chick-fil-A menu boards this week for the third straight year. As with the chain’s year-round milkshake flavors, the Peppermint Chocolate Chip Milkshake is hand-spun with Chick-fil-A’s popular “home-style” Icedream[®] and topped with light whipped cream and a maraschino cherry. The seasonal flavor will be available through early January and is offered

in 14 oz. or 20 oz. cups priced regionally from \$2.55 - \$3.19 and \$2.95 - \$3.69, respectively.

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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 nearly 1,600 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.

In September 2011, Chick-fil-A was named Top Large Chain by Zagat's National Fast Food Survey of 6,000 customers. *Consumer Reports* named the chain the nation's top chicken chain in its August 2011 Quick Service Restaurant survey of 36,000 readers.