



PRESS RELEASE

CONTACTS: Mark Baldwin
Chick-fil-A, Inc.
(404) 684-8598
mark.baldwin@chick-fil-a.com

Kim Hardcastle
Jackson Spalding for Chick-fil-A
(404) 214-0693
khardcastle@jacksonspalding.com

Chick-fil-A Adds New Banana Pudding Milkshake for Spring

Customers encouraged to share family banana pudding recipes and stories on Chick-fil-A's Facebook Page

ATLANTA (Feb. 24, 2011) – For many Americans, a banana pudding recipe isn't just a recipe. It's an institution. A good serving of banana pudding provides the perfect comfort-food remedy to a long day at work, and avid banana pudding enthusiasts claim that the delectable dessert is even known to cure a headache. Starting Monday, Feb. 28, customers can satiate their cravings for the Southern classic with the new Banana Pudding Milkshake available in Chick-fil-A® restaurants nationwide through June 4.

With a taste sure to evoke memories of your grandmother's best recipe, the new Banana Pudding Milkshake will be offered in 14 oz. or 20 oz. cups and priced at \$2.49 and \$2.89, respectively (at most locations). The milkshake is made with fresh bananas, real Nilla® wafers, a splash of vanilla, and is hand-spun with Chick-fil-A's popular "home-style" Icedream® and topped with light whipped cream and a maraschino cherry.

To celebrate the new milkshake recipe, Chick-fil-A is inviting customers to submit their favorite heirloom or family banana pudding recipes and the story behind them on the chain's Facebook page: www.facebook.com/ChickfilA.

"As we continue to offer limited time flavor milkshakes, we ask customers what flavors they would like served at Chick-fil-A. Again and again, customers said 'banana something.' We wanted to offer something unique, yet connected to our Southern roots, instead of the typical banana milkshake option. In the South, banana pudding reigns supreme as one of the favorite traditional desserts, most commonly associated with family. Our new Banana Pudding Milkshake is like drinking your grandmother's recipe through a straw," said Woody Faulk, Chick-fil-A's vice president of brand development. "Our customers continue to tell us how much they enjoy our hand-spun milkshakes, so we want to continue to satisfy their tastes while also surprising them with occasional limited-time new flavors!"

The Chick-fil-A hand-spun milkshakes have proved to be one of the most popular products on the menu. As a result, the chain adds a variety of limited-time flavors to its milkshake menu annually.

###

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 1,540 restaurants in 39 states and Washington D.C. In 2010, Chick-fil-A produced record sales of \$3.58 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.