

# Texas Chicken® Opens Two New Restaurants in Bulgaria

*Texas Chicken has opened two of three new restaurants in Sofia, Bulgaria. Additional restaurants expected in fall of 2015*

ATLANTA, GEORGIA, UNITED STATES OF AMERICA, October 28, 2015 /EINPresswire.com/ -- Texas Chicken, the brand famous for its hand-battered fried chicken and honey-butter biscuits, has opened two new restaurants in Bulgaria. The first restaurant is located in one of Sofia's most popular spots, Slaveikov Square, while the second restaurant is located in the Druzhba neighborhood. The two restaurants are part of a larger development deal with franchisee Cinema Entertainment EOOD, which



Texas Chicken has announced the opening of its first two restaurants in Sofia, Bulgaria.

projects the opening of more Texas Chicken restaurants within the next few years.

“We’re proud to share the Texas Chicken brand with guests in Bulgaria,” said Bill Schreiber, Vice President of Global Business Development at Texas Chicken®/Church’s Chicken®. “With the combination of our quality fried chicken, freshly prepared home-style products, and innovative STAR image design, we are certain that guests in Sofia and throughout Bulgaria will fall in love with our brand.”

In addition to the two new restaurants, a third Texas Chicken restaurant will be opening in Arena Cinema West in November 2015.

“The Texas Chicken brand has a long history of serving great tasting, high quality fried chicken,” said Ivo Milikin, General Manager of Texas Chicken Bulgaria franchisee Cinema Entertainment EOOD. “We truly believe that Texas Chicken is a great addition to our portfolio and will become the brand of choice for Bulgarian guests who crave delicious fried chicken.”

Texas Chicken is known for delivering big, juicy, crunchy chicken that’s prepared in small batches from scratch throughout the day. Signature products include honey-butter biscuits, Mexicana Sandwich, Mexicana Wrap and a decadent Shortcake line which features a honey-butter biscuit topped with ice cream and drizzled with caramel, strawberry or chocolate.

About Cinema Entertainment EOOD

Cinema Entertainment EOOD operates local and international restaurant brands. The company is the franchisee in Bulgaria for Texas Chicken, Burger King, Wagamama and Roadhouse Grill. Its

commitment to provide quality products and customer service has made it a premium operator in the food service industry in Bulgaria.

#### About Texas Chicken / Church's Chicken

Founded in San Antonio, TX in 1952 by George W. Church, Church's Chicken, along with its sister brand Texas Chicken outside of the Americas, is one of the largest quick service chicken restaurant chains in the world. The brands specialize in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, Tender Strips®, sandwiches, honey-butter biscuits made from scratch and freshly baked, and classic, home-style sides all for a great value. Church's Chicken and Texas Chicken have more than 1,650 locations in 25 countries and global markets and system-wide sales of more than \$1 billion. For more information, visit [www.churchs.com](http://www.churchs.com). Follow Church's® on Facebook at [www.facebook.com/churchschicken](https://www.facebook.com/churchschicken) and Twitter at [www.twitter.com/churchschicken](https://www.twitter.com/churchschicken).

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