

Krystal® Offers New SEA-sonal Fresh Tastes and a Great Escape

Krystal® and King & Prince Seafood® Corporation will be ringing in the New Year with fresh new flavors at participating Krystal locations, while supplies last.

ATLANTA, GA, UNITED STATES, January 7, 2016 /EINPresswire.com/ -- A new year means new flavors at [Krystal®](#) restaurants – with a variety of seafood entrees featuring crispy, golden-fried shrimp. Krystal is offering Shrimp & Grits, Shrimp Po' Boys and a Double-Dozen Shrimp Basket – all in partnership with [King & Prince Seafood](#). The items are available now through February 21st, or while supplies last. The restaurant and seafood brands will also offer guests a chance to win a Family-Fun Getaway to the King and Prince Beach and Golf Resort in Golden Isles, Georgia starting January 18.

“This is a time of year when we’re sick of cold weather and daydreaming about the beach,” said Heather Schlesinger, Director of Calendar Programs & Promotions for Krystal. “Shrimp is the perfect seafood to bring that coastal



Krystal® and King & Prince Seafood® Corporation are welcoming the New Year with new fresh flavors at participating Krystal locations, and a chance to win a Family-Fun Getaway to the King and Prince Beach and Golf Resort!

feeling to the table. We’re very excited to offer so many great products to our guests.”

The brand’s shrimp line-up also features recipes that are distinctly Southern – one of the hallmarks of the established Atlanta-based brand. “The Shrimp & Grits is a classic throughout the South, and we’ve added our own Krystal twist to make it a perfect snack or meal any time of day,” explained Schlesinger.

The Family-Fun Getaway Sweepstakes is an equally Southern experience in which one grand prize winner will receive a three-night stay at the King and Prince Resort on St. Simons Island. The winning family will also enjoy a Shrimp Boat Tour adventure excursion, a cooking lesson with Chef Johnny Carino, \$500 in spending money, and roundtrip travel. “Our Family Getaway Sweepstakes is our way of sharing Southern hospitality with our valued guests,” said Schlesinger.

“We’re fortunate that King & Prince Seafood is sponsoring such a generous trip. It just goes to show

their quality extends well beyond the tasty shrimp on our seasonal menu,” added Schlesinger.

To enter the sweepstakes, guests simply need to visit the unique URL found on the Krystal website and Facebook page. Upon registration, guests will be invited to sign up for Club Krystal®, the brand's new loyalty platform to receive additional special offers, news and more. After registration, guests will receive a sweepstakes entry for the grand prize and can also play the “Shrimp Spin & Win Game” for a chance to win one of twenty five second-place prizes: \$10 Krystal® Gift Cards. Guests who share the sweepstakes on Twitter can earn bonus entries for additional chances to win the grand prize. All guests who register for the sweepstakes will receive a coupon for a FREE Shrimp Po'Boy sandwich with the purchase of any other regularly priced menu item, at participating restaurants. Full sweepstakes rules and regulations can be found online at Krystal's® website – www.Krystal.com.

About [The Krystal Company](http://www.Krystal.com)

Founded in Chattanooga, Tennessee, in 1932, The Krystal Company is the oldest quick service restaurant chain in the South. Its hamburgers are still served fresh and hot off the grill on the iconic square bun at more than 350 restaurants in 11 states. Krystal's Atlanta-based Restaurant Support Center serves a team of 6,000 employees. For more information, visit <http://www.Krystal.com> or <http://www.facebook.com/Krystal> or follow the brand on Twitter and Instagram @Krystal.

About King & Prince Seafood®

For over 65 years, King & Prince Seafood has been providing patron-pleasing seafood by following strict quality control procedures and maintaining food safety standards. With one of the industry's most extensive global sourcing networks through Nissui, the world's second largest seafood company, King & Prince Seafood sources sustainable seafood to ensure availability for future generations. Innovation, foodservice expertise and consistency are what King & Prince Seafood delivers to their customers every day: Sea. Taste. Enjoy! ® When you taste it, you'll love it! For more information about the company or its product brands: King & Prince®, Mrs. Friday's®, Oceanway®, Sushi Bob®, Sensations® and Pride of Alaska®, visit www.kpseafood.com www.facebook.com/KingandPrinceSeafood

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Catherine Diaz
Ink Link Marketing
866.252.1750, x116
email us here

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