



Get Ready for Big Tastes on the New Krystal® Country-Fried Menu

Krystal to Offer Innovative, Limited-Time Offerings Based on a Southern Classic

ATLANTA, GA, UNITED STATES, February 23, 2016 /EINPresswire.com/ -- [Krystal®](#), one of the South's first hamburger chains, is re-inventing tradition with a brand new menu of Country-Fried items. The core of the line is the Country-Fried Steak Krystal, an item that came about as a result of a partnership with the National Cattleman's Beef Association (NCBA), a contractor to The Beef Checkoff. The Country-Fried Steak Krystal and other menu items are set to debut on Monday, February 22nd.

"Once we came up with the Country-Fried Steak Krystal, the ideas just kept coming," said Alice Crowder, VP of Marketing for Krystal®. "The deep Southern heritage and history of the Krystal® brand lends itself perfectly to hearty, Country-Fried tastes, and so we've developed a whole menu around the concept."

Available at participating locations through April 24th (or while supplies last) the Country-Fried menu provides an innovative twist on Krystal® classics. The Country-Fried Steak Krystal® is a tender all-beef steak coated in a special blend of country spices, cooked to a delicious golden brown, topped with country gravy and served on a soft steamy Krystal® bun. The Krystal® Chik patty is topped with country gravy to create the Country Chik. During breakfast hours, the option of a biscuit will be available instead of a bun for both the steak and chicken sandwiches. For side orders, guests will be able to choose Country Fries, crispy fries topped with country gravy and crumbled bacon.

All the featured items, especially the Country-Fried Steak offerings, are generating a lot of excitement. The Beef Innovations Group, who like the NCBA, is a contractor of The Beef Checkoff, worked side-by-side with Krystal® to develop a new signature taste. "Krystal® and the NCBA have an established relationship of culinary creativity and cooperation," said Steve Wald, Executive Director, Innovation and Culinary for the NCBA. "From idea generation, through product and package design, to launch, the Country-Fried Steak Krystal and Country-Fried Steak Biscuit were both the result of a truly collaborative journey. We look forward to seeing people enjoy beef in a delicious way only Krystal® could have made possible."

About The Krystal Company

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 the National Cattleman's Beef Association (NCBA), Beef Innovations Group, and The Beef Checkoff

The National Cattlemen's Beef Association (NCBA) is the national trade association representing U.S. cattle producers, with more than 28,000 individual members and several industry organization members. Together NCBA represents more than 175,000 cattle producers and feeders. NCBA works to advance the economic, political and social interests of the U.S. cattle business and to be an advocate for the cattle industry's policy positions and economic interests. See more at www.beefusa.org.

The Beef Innovations Group is a division of the NCBA that blends culinary expertise, marketing experience, and beef science to create a catalyst of speeding new products to market. They work directly with consumer product manufacturers, channel partners, packers, and processors to assist with the "new product development process" and expand consumer preference for beef. For more information about the Beef Innovations Group, visit www.BeefInnovationsGroup.com.

The Beef Checkoff Program was established as part of the 1985 Farm Bill. The checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board.

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