

Summer Just Got a Lot Spicier with Krystal's® New Fired-Up Menu featuring TABASCO® Sauce

Limited-Time-Only Spicy Menu Items Available June 13 through August 7

ATLANTA, GA, UNITED STATES, June 9, 2016 /EINPresswire.com/ -- When two of the South's most famous brands team up, hot results are sure to follow. That's why the highly anticipated partnership between [Krystal®](#) and [TABASCO®](#) brand has food fans so excited. "I've always been a huge fan of Krystal® and I put TABASCO® Original Red Sauce on just about everything," said Atlanta-area resident Matt Sickler. "You better believe I'm going to be one of the first in line to try the new combo items." Available from June 13 through August 7, the new Fired-Up menu includes great items that can be "fired-up" with a cheese sauce infused with TABASCO® Sauce, which is versatile on all of our products!

"We have a long-standing tradition of partnering with fellow Southern heritage brands," said Alice Crowder, Vice President of Marketing for Krystal®. "McIlhenny Company has a deep history of quality and flavor, and we're very excited to deliver that trademark taste to our guests."

There are two items from the Fired-Up menu in the

brand's popular Mix 5 for \$5 offering – a Cheese Krystal and longtime LTO favorite, the Spicy Chik, both topped with the Fired-Up cheese sauce infused with TABASCO® Sauce. In addition, the brand is offering a Fired-Up Combo, in which the guest chooses three of their favorite items (Krystal, Chik or Pup) topped with bacon, Fired-Up cheese sauce and jalapeños. The combo even comes with a side of Fired-Up cheese sauce topped with jalapeños for dipping fries!

Last but certainly not least, Krystal is adding to its popular loaded fries menu with Fired-Up Fries, a chili-cheese fry topped with the Fired-Up cheese sauce infused with TABASCO® Sauce, the brand's classic chili, shredded cheese and spicy jalapeños – not for the faint of heart! All combos and menu items are available at participating restaurants while supplies last. Pricing may vary.

"At Krystal, we're all about cravability, and we're always looking to make our classic items even better," continued Crowder. "We're looking forward to serving these Fired-Up favorites to our guests, and to bringing even great choices to market throughout the rest of this year."



Spice things up this summer and stop by a Krystal® location to try the Fired-Up Menu

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 McIlhenny Company

McIlhenny Company produces TABASCO® brand products, which are sold in more than 165 countries and territories around the world and labeled in 22 languages and dialects. The 145-year-old company makes a line of pepper sauces, including its world-famous TABASCO® Original Red, Green Jalapeño, Chipotle, SWEET & Spicy, Habanero, Buffalo Style and Garlic Pepper Sauces. For more information, visit www.TABASCO.com or follow TABASCO® brand on Facebook, Twitter, Instagram and YouTube using the handle, @TABASCO.

###

Peyton Sadler
Ink Link Marketing
305-631-2283
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2016 IPD Group, Inc. All Right Reserved.