



Move Over \$5 – \$4 is the New Value Leader in Town

“More for \$4” Deal at Krystal® Stretches Dollars Further Than Ever Before

ATLANTA, GEORGIA, UNITED STATES, December 1, 2016 /EINPresswire.com/ -- While other chains are trying to go “bigger,” Krystal is using its traditional “think small” philosophy to completely reinvent the quick-service standard of value. With its all-new “More for \$4” deal starting on Nov. 28, Krystal is offering guests more food than ever before – two Krystal burgers, two boneless wings, a side of fries, Coca-Cola® drink, and a cookies made with premium Ghirardelli® chocolate – at a price that couldn’t be smaller. It’s a strategy the brand has been working towards for some time.

“Everyone loves the variety you can get at Krystal, and we wanted to find a way to give our guests a taste of everything we know they love,” explained Alice Crowder, Vice President of Marketing for The Krystal Company. “This is easily the most aggressive deal we’ve ever put together and we love that we can offer guests Krystals, wings, fries, a drink and a cookie all for only \$4.”

The boneless wings featured in the deal can be ordered plain, or tossed in the chain’s tangy BBQ or spicy Buffalo sauce. The newest item in the meal is a chocolate chip cookie made with real Ghirardelli chocolate for a sweet finish sure to satisfy.

“Our guests enjoy mixing and matching their favorite items,” Crowder continued. The fact that the entire meal deal costs \$4 stands in sharp contrast to average quick-service value pricing that hovers between \$4.75 and \$7.50 for a standard sandwich-fries-drink combo, with dessert options available at an additional cost.

“We all need our dollars to go further these days, especially with the holidays rapidly approaching,” Crowder finished. “\$5 may sound like a good deal, until you look closer at what you’re actually getting for that price. We’re confident that More for \$4 will be the kind of value guests really appreciate.”

More for \$4 will make its debut at all participating restaurants on Monday, Nov. 28. The brand has not yet announced an end date for the promotion, which was designed to spotlight everyday value. Krystal also indicated that additional variations on More for \$4 may appear later in 2017 based on guest input and response.

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 Ghirardelli Chocolate Company

The Ghirardelli Chocolate Company is a manufacturer and marketer of premium chocolate products. Incorporated in 1852, Ghirardelli has an incredibly rich American history. As the country’s longest

continuously operating chocolate manufacturer, Ghirardelli has established its position as America's Premium Chocolate Company with more than 150 years of chocolate making experience. Ghirardelli's product line includes its signature Squares™ chocolate, Intense Dark™ chocolate, Gourmet Milk™ chocolate, Ghirardelli Chocolate Bars, other chocolate confections, baking chocolate and hot cocoa. These items are sold through select specialty stores, grocery stores, drug stores, mass merchandisers and department stores. In addition, Ghirardelli sells a line of premium chocolate, sauces and beverage ingredients for the Food Service channel. Ghirardelli currently owns and operates Ghirardelli retail stores, including the original Soda Fountain & Chocolate Shop located in San Francisco's historic Ghirardelli Square. For more information about Ghirardelli, visit www.ghirardelli.com or become a fan on Facebook at Facebook.com/Ghirardelli.

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