



# Krystal® Brings Back Popular ‘Country-Fried’ Menu Starting April 17

*Innovative Southern takes on Krystal favorites available for limited-time only*

ATLANTA, GA, US, April 10, 2017 /EINPresswire.com/ -- Southern cuisine just wouldn't be as good as it is without Krystal, one of the South's first and most beloved hamburger chains. Now, for a limited time, the brand is featuring another Southern classic – Southern-Fried cuisine. After a stellar response to its tasty Southern classics offered briefly in 2016, the popular burger brand is bringing back its innovative Country-Fried menu beginning Monday, April 17. The menu includes twists on guests' favorites including the Country-Fried Steak Krystal, the Country-Fried Chik, the Country-Fried Steak Biscuit and the Country-Fried Chik Biscuit. The menu came about through a 2016 collaboration with the National Cattlemen's Beef Association (NCBA), a contractor to The Beef Checkoff.

“At Krystal, we are always looking for ways to delight our guests,” said Alice Crowder, Vice President of Marketing for [The Krystal Company](#). “As a Southern company, we know and love [Country-Fried food](#), and we've been thrilled at the enthusiastic response to our Country-Fried menu.”

Available at participating locations through June 18, the Country-Fried menu features a unique twist on Krystal classics. Fan favorite, the Country-Steak Krystal, is a tender all-beef steak coated in a secret blend of spices, fried to a delightful golden brown, topped with gravy and served on a soft steamy Krystal bun. The Krystal Chik patty is topped with country gravy to create the Country-Fried Chik. During breakfast hours, guests can indulge in a variation to one of the classic Southern staples, biscuits and gravy, by swapping the buns out for a fluffy golden biscuit.

“Last year we saw an overwhelming positive response from the Country-Fried menu lineup,” said Steve Wald, executive director, innovation for the cattlemen's association. “This year, we are happy to continue our work with Krystal and bring back to life a menu item that is near to our hearts and truly was an innovative experience.”

## 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 Cattlemen's Beef Association (NCBA), 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](http://www.beefusa.org).

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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