

East Tennessee's Buddy's bar-b-q Brings New Chicken Tenders to the Table

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EINPresswire.com/ -- Buddy's bar-b-q has spent more than 50 years serving up slow-smoked favorites across East Tennessee, and now the hometown staple is adding a crispy new option to the mix. New chicken tenders are officially on the menu, giving Buddy's guests another affordable, family-friendly favorite alongside the bar-b-q, Southern sides and signature flavors they already know and love.



Buddy's bar-b-q logo

Fried fresh and served hot, Buddy's tenders feature juicy chicken hand-coated in a golden, crispy breading. Served plain, tossed in Buddy's bar-b-q sauce or finished with Buddy's signature seasoning for an extra kick — the new tenders bring a satisfying crunch and classic Buddy's

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*Mark Lemoncelli, CEO of
Buddy's bar-b-q*

flavors to every bite. The tenders can be ordered à la carte in four- or five-piece portions, or as a combo with a drink and guests' choice of side from Buddy's classic Southern lineup. Four-piece orders start at \$5.59 à la carte or \$8.99 as a combo, while five-piece orders start at \$6.59 à la carte or \$9.99 as a combo.

Guests can round out their chicken tender meal with comforting Southern sides, from savory Hushpuppies and Baked Beans to Coleslaw and Potato Salad. Each tender combo also comes with a choice of bar-b-q, ranch or honey

mustard dipping sauce, adding an extra boost of flavor to every crispy bite.

“Our guests have always trusted us to deliver quality food made simple at a great price, and we think these chicken tenders fit right in at Buddy's,” said Mark Lemoncelli, CEO of Buddy's bar-b-q. “Whether it's an easy family dinner, a quick lunch or something the kids will love, we're always looking for ways to give our guests more choices while staying true to what they've loved about

Buddy's for generations."

The new chicken tenders continue Buddy's tradition of serving A Smokin' Good Deal™, bringing an affordable, familiar favorite to the menu alongside the franchise's signature bar-b-q offerings. With options for a quick bite, family meal or something in between, the tenders give longtime fans and new guests alike another way to enjoy the flavor and value Buddy's has served for generations.

With more than five decades of tradition behind it, Buddy's continues to evolve its menu while staying rooted in the classic flavors, great value and Southern hospitality that have defined the brand since 1972.

Buddy's new chicken tenders are available now at all locations across East Tennessee.

About Buddy's bar-b-q

Serving guests since 1972, Buddy's bar-b-q is a Tennessee favorite. The Buddy's Family operates with their original philosophy of treating customers as if they were guests in their own home. In 1966, Buddy invested in his wife, LaMuriel's, energy and talent by helping her become the owner of her first restaurant, the Pixie Drive Inn in Seymour, Tennessee.

People would drive for hours for their country buffet, and business doubled in a year. LaMuriel and Buddy decided it was time to find their specialty, and bar-b-q from their former home-state of Alabama was what they were craving. They just couldn't find bar-b-q in East Tennessee that suited their taste, so they created their own. Buddy soon quit the finance business and joined LaMuriel in her new-found bar-b-q ambitions. With the help of their guests, they perfected the taste that would define Buddy's. Everything was a Buddy's original, from the dry rub and bar-b-q sauce to the delicious sides and desserts. The first store with Buddy's name opened in 1972 at 5806 Kingston Pike in West Knoxville and has remained open at that location for over fifty years.

From those humble beginnings, Buddy's bar-b-q became the go-to dining spot at the 1982 World's Fair, and the addition of new locations was rapid as people began to know Buddy's as a Tennessee bar-b-q tradition. In 1988, Buddy Smothers was recognized as Restaurateur of the Year and was elected President of the Tennessee Restaurant Association. Following Buddy's death in 1992, his three children took over the restaurant operations, and the business flourished winning numerous regional awards and gaining popularity which resulted in more new restaurants. Currently, Buddy's next generation and their extended families are at the helm and are poised for further success and expansion while maintaining the qualities and values that the bar-b-q restaurant is known for.

For information on franchising opportunities at Buddy's, please contact Dom Paiotti at DomP@buddysbarbq.com. For more information on Buddy's bar-b-q, please visit

www.Buddysbarbq.com. □

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