



Spicy—More Than A Trend— A Way Of Life

(NAPS)—Look at a menu these days and you're bound to see such words as "hot," "spicy," "flaming," "volcano," "bang-bang" and other names for dialed-up flavor profiles.

It doesn't seem like Americans' love of "feeling the burn" while enjoying their food is going anywhere anytime soon. In fact, a recent restaurant industry publication, QSL magazine, reported that consumer interest in hot and spicy ingredients has increased for the 10th year in a row, suggesting it's a full-time



Here's hot news from the world of food trends: Spicy is in.

flavor preference. This has led to some restaurants introducing one new spicy item after another to try to tantalize consumers.

Brands like Church's Chicken®, however, have been bringing the heat for decades with spicy core-menu items that are essential to the company's character. Church's Spicy Chicken (available as Spicy Tender Strips® in addition to classic bone-in chicken) is marinated in a spice-and-pepper blend for at least 12 hours before it's hand-battered and fried to a crispy crunch. Many guests also love taking part in another spicy Church's tradition—squeezing the juice of a jalapeño pepper over their food for even more amped-up flavor.

Learn More

For further facts, including where to find the nearest restaurant, go to www.churchs.com.