

Chicken Shack

www.chickenshack.com



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CHICKEN SHACK ANNOUNCES PREMIUM GRILLED CHICKEN

Warren, Mich. “Michigan vs. Kentucky,” can make for a good college football game but how does it compare when it comes to grilled chicken? Chicken Shack challenges Metro-Detroiters to find out. Chicken Shack announced today it is now featuring “*Premium Grilled Chicken*” at all 19 of their Metro Detroit locations.

Chicken Shack, a Michigan company since 1956, is rolling out their “*Premium Grilled Chicken*” after seeing very positive results from select test locations.

Chicken Shack’s new “*Premium Grilled Chicken*” features tender cuts of chicken, marinated in their own secret recipe, lightly seasoned and char-grilled to perfection. Metro Detroiters who want to try a free sample can go to www.chickenshack.com to download a coupon for a free sample with the purchase of any dinner.

“Our new “*Premium Grilled Chicken*” sets the gold standard for grilled chicken – it is tender, juicy and bursting with that distinctive Chicken Shack flavor everyone loves,” said Mark Sobeck, President of Chicken Shack.

According to Sobeck, quality is what sets Chicken Shack’s “*Premium Grilled Chicken*” apart from their competitors.

“We wanted our grilled chicken to be juicy and have a good flavor profile,” said Sobeck. “The seasoning we formulated enhances the flavor of the chicken and does not overwhelm it.”

With the arrival of this new product line, Chicken Shack hopes to appeal to an even greater amount of customers while providing existing customers with more choices when purchasing their chicken meals. Metro Detroiters can now enjoy their chicken either “*Shack Original*” or “*Premium Grilled.*”

Chicken Shack was founded in 1956 by John and Iola Sobeck in Royal Oak, Mich. Today there are 19 locations located throughout Metro Detroit. Chicken Shack has won several awards for their chicken and ribs. For additional information, please visit us online at www.chickenshack.com

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“Serving Michigan’s Best Chicken and Ribs for over 50 Years.”