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FOR IMMEDIATE RELEASE

**New Chicken Salad Chick restaurant opening in Atlanta’s Perimeter area, Aug. 17**

*Fast-casual eatery will offer local grand opening giveaways,
including FREE chicken salad for a year!*

**ATLANTA (Aug. 2, 2022) – Chicken Salad Chick**, the nation’s only fast-casual chicken salad restaurant concept, is expanding its reach across Atlanta and bringing more of its famed, fresh fare with the opening of its first Perimeter-area restaurant. Located in Perimeter Marketplace shopping center at 4706 Ashford Dunwoody Rd, Bldg B1, Suite 230, the restaurant will host a grand opening on **Wednesday,** **Aug. 17** with a ribbon cutting at **9:30 a.m.** and doors opening at **10 a.m.** The first 100 guests will receive free chicken salad for a year.

The Perimeter restaurant will feature full-service catering and Quick Chick to-go options. Chicken Salad Chick plans to open for lunch and dinner and offer curbside pickup, delivery, carryout and dine-in, plus Uber Eats launching soon – bringing Southern-style hospitality to suit any guest occasion.

“As the Perimeter area continues unprecedented growth, this Dunwoody location exemplifies our commitment to the continued expansion of company-owned restaurants in metro Atlanta,” said Chicken Salad Chick President and CEO Scott Deviney. “We look forward to serving the Perimeter neighborhoods and welcoming more first-time guests to experience Chicken Salad Chick”

With locations across the metro-Atlanta area – including Alpharetta, Buckhead, Cumming, Peachtree City, Roswell, Marietta and Vinings – Chicken Salad Chick continues to rapidly expand throughout the state. The Perimeter location will serve as the brand’s 21st company-owned restaurant in Georgia and the 38th statewide.

Now through opening week, guests can enter to win free chicken salad for a year by liking the restaurant’s page at [Facebook.com/ChickenSaladChickPerimeterGA](https://www.facebook.com/ChickenSaladChickPerimeterGA). To celebrate the opening, local residents are invited to experience Chicken Salad Chick’s Southern hospitality through additional giveaways and specials:

* **Wednesday, Aug. 17 –** **Free Chicken Salad for a Year:** The first 100 guests to arrive to the new Perimeter location and purchase The Chick will receive one free large Quick Chick every month for 12 months. From this initial group, one lucky guest will also be randomly selected to receive one free large Quick Chick every week for 52 weeks. \*
* **Thursday, Aug. 18** – **Free Chick Tumbler:**The first 50 guests at 10 a.m. and at 6 p.m. who purchase the Chick Trio will receive a free 24 oz. Chicken Salad Chick tumbler. \*\*\*
* **Friday, Aug. 19** – **Free Chick Tote Bag:**The first 50 guests at 10 a.m. and at 6 p.m. who purchase the Chick Trio will receive a free Chicken Salad Chick Tote Bag. \*
* **Saturday, Aug. 20** – **Free NEW Chick Grocery Tote:** The first 50 guests to arrive at 10 a.m. and purchase two large Quick Chicks will receive a free Chicken Salad Chick tote! \*

*\*Guests should begin arriving at 7 a.m. to check in. The first 100 guests will be assigned a number and a designated return time between 10 a.m. - 11:15 a.m. Upon return, guests may make a purchase of “The Chick” (or greater value) and enter a code on the Chicken Salad Chick app to officially secure their reward. Guests who are late or miss their return time will lose their spot to the next guest in line. Guests will receive their first free Large Quick Chick electronically in their Chicken Salad Chick App the Monday following Grand Opening Day.*

*\*\*Must download the Chicken Salad Chick App and be 16 years or older to purchase. Not valid with any other offers. Limit 1 reward per guest present.*

*\*\*\*Does not include drink or unlimited refills on initial or future visits.*

The first 50 guests to arrive at 10 a.m. and at 6 p.m. Thursday through Saturday to order the “Chick Trio” or a menu item of greater value can claim their prize. One prize per person present.

Chicken Salad Chick offers over a dozen delicious specialty chicken salad recipes served from the heart. In addition to the restaurant’s signature chicken salad flavors, other menu items include fresh salads, sides, soups and full-service catering, all available from 10 a.m. - 8 p.m. Monday through Saturday.

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**About Chicken Salad Chick**

Chicken Salad Chick serves full-flavored, Southern-style chicken salad made from scratch and served from the heart. With more than a dozen original chicken salad flavors as well as fresh side salads, gourmet soups, signature sandwiches and delicious desserts, Chicken Salad Chick's robust menu offers something for everyone. Founded in Auburn, Alabama in 2008 by Stacy and Kevin Brown, Chicken Salad Chick has grown to more than 200 restaurants in 17 states. Today, under the leadership of Scott Deviney and the Chicken Salad Chick team, the brand continues its rapid expansion with both franchise and company locations. Chicken Salad Chick accolades include rankings in *Franchise Times*' Fast & Serious for four consecutive years and placing in the top 10 for 2021, #3 on *Fast Casual’s* 2021 Top 100 Movers & Shakers, *QSR*'s Best Franchise Deals, *Nation's Restaurant News'* Next 15 in 2019 and Franchise Business Review’s Top Food Franchises in 2020.