Restaurant Research®

Concept Analysis & Benchmark Report

Church's 2026

Executive Summary

Church's Texas Chicken has transformed itself by embracing a simple goal of addressing underserved communities by leading in value for the price paid with a variety of offers for every appetite and budget. Notably, the chain has demonstrated that it is possible to succeed by serving a demo which many other restaurant and retail brands have fled. The chain keeps everything simple, starting with a streamlined & focused menu of fried chicken that resonates because of its bold, spicy flavor profile and management is executing well around sound system fundamentals which have manifested in a steady stream of positive comps since 2018. While you might imagine that an inner-city fried chicken chain would be technologically obsolete, that is not the case with Church's which is powering ahead with innovative platforms and a leading loyalty program. In conclusion, we like Church's positioning and it seems reasonable to us that the chain could hit its development plans over the next several years as it leverages its winning formula to drive growth.

Parent Company Summary

Parent Company	Ticker	Corp. Debt Rating	Net Debt [(1)]/ EBITDA	EV/ EBITDA	Stock Performance		
					2025	TTM	Mar-26
Church's Holding Corp.	Private	BBB Kroll	N/a	N/a	N/a	N/a	
$1B+ Chains			5.40	14.47	-12.3%	-10.5%	

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(1) Net Debt includes operating leases.