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New chicken sandwich has more than doubled projected sales
Becomes the most successful product launch in more than a decade

SHALIMAR, Fla. (June 9, 2020) – The days are numbered to try the fan favorite [Lee's Famous Recipe® Chicken sandwich](#), and the rush is on at 97 locations to try this tasty sandwich that was introduced as a limited-time-offer through June 28.

Despite launching May 4, amid a national shut down, the Lee's chicken sandwich has more than doubled originally projected sales results and is the most successful new product rollout the brand has seen in more than 15 years.

Chuck Cooper, president of Lee's Famous Recipe® Chicken, is thrilled with how well-received the new chicken sandwich has been by loyal customers. "We know this sandwich is an excellent product, but we couldn't have guessed our sales would more than double initial projections," said Cooper. "The increased sales caused some trouble ensuring that we had enough fresh chicken breasts for all of the participating stores, but we are managing the demand well."

Since launching the chicken sandwich, Lee's has seen a 25 percent increase in sales. Even though it is a limited-time-offer, Lee's chicken sandwich fans will be pleased to learn it will likely return as a permanent menu item.

The sandwich includes a four-ounce, hand-battered and honey-dipped fresh, never frozen white meat chicken fillet topped with dill pickles and Lee's Chipotle Ranch dressing, served on a warm brioche bun. Consumers can choose their level of spice with either the Spicy or Famous Recipe flavor option.

Chicken sandwich enthusiasts can visit LeesFamousRecipe.com to find the nearest location. The quick-service restaurant chain also serves homestyle fried chicken, breast strips, delicious country sides and more.

About Lee's Famous Recipe® Chicken

For more than 50 years Lee's Famous Recipe® Chicken, a casual dining franchise

founded in Lima, Ohio, has specialized in fresh, never frozen chicken. Today there are 127 Lee's Famous Recipe® Chicken locations in 12 states across America and all are individually owned and operated. For additional information, please visit LeesFamousRecipe.com.

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