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ZAXBY'S DEPLOYS CODE NAME GENERATOR AS SIGNATURE SANDWICH SALES SOAR

Chicken Sandwich Wars go guerilla with Zaxby's latest covert social media tactic

Athens, Ga. - December 15, 2020 -After reigniting the Chicken Sandwich Wars with the release of its new Signature Sandwich, Zaxby's has deployed a military-themed code name generator for brand loyalists. Real-time custom military badges paired with fun, nonsensical names have created a viral sensation on Twitter, where Zaxby's originally launched its infamous "Y'all ready?" tweet, declaring **The Chicken Sandwich War Ain't Over Yet™**.

The first code name generator tweet saw a **67% increase in engagement** and was followed by a Chicken Sandwich War Name Generator chart that mobilized Zaxby's legions of fans to come up with their own code names based on their birth month, birthday and first initial. The guerilla social stunt leveraged Zaxby's quirky brand personality and **unleashed a barrage of user-generated content**.



Every war has secret weapons, and the new Spicy Zax sauce is Zaby's. It combines multiple elements for a balance of pepper and heat—ingredients include flavorful jalapeño and zesty red cayenne. Since the new Signature Sandwich launched in October, **60% of guests have chosen Zax Sauce while 40% have ordered the new Spicy Zax Sauce**—causing dissention within the ranks.

Made with fresh ingredients, the Signature Sandwich is topped with three thick-sliced, crinkle-cut pickle chips and served on a buttery toasted, split-top potato bun with a choice of Zax Sauce or Spicy Zax. For now, it's only available at Zaxby's locations Johnson City, Knoxville and Nashville, Tenn. as well as Frankfort, Louisville and Lexington, Ky. and select outposts in Indiana and Virginia.

The national rollout of the new sandwich is planned for 2021.

ABOUT ZAXBY'S

Founded by childhood friends Zach McLeroy and Tony Townley in 1990, Zaxby's is committed to serving delicious chicken fingers, wings, sandwiches and salads in a fun, offbeat atmosphere where customers are considered friends. Zaxby's has grown to more than 900 locations in 17 states and is headquartered in Athens, Georgia. For more information, visit zaxbys.com or zaxbysfranchising.com.