

BurgerFi throws down the chicken gauntlet



BurgerFi International has entered what's become known as the fast food industry's "Chicken Sandwich Wars" by debuting its Spicy Fi'ed Chicken Sandwich. By mid-October, the fiery sandwich will be in all 125+ locations throughout the U.S., according to a company press release from OPES Acquisition Corp, which acquired BurgerFi in June.

BurgerFi's take on the chicken sandwich is made with all-natural, cage-free, hand-breaded boneless chicken breast from Springer Mountain Farms, topped with ghost pepper honey, homemade jalapeño-infused pickle chips, spicy mayo and sliced jalapeños layered inside a branded potato bun. It's also aligned with its No Antibiotics Ever philosophy.

"We may be known for our burgers, but we believe our new Spicy Fi'ed Chicken Sandwich can go head-to-head with even the most popular spicy chicken sandwiches out there," Paul Griffin, chief culinary officer, said in the release "Our commitment to quality through our NAE program is what sets us apart from competitors. The Spicy Fi'ed Chicken Sandwich is made with cage-free chicken that is American Humane Certified, sourced from family-owned Springer Mountain Farms and raised with no hormones and no antibiotics, ever."

BurgerFi continues to evolve, and this latest innovative entry into the spicy chicken sandwich wars is no exception, said Ophir Sternberg, chairman and CEO of OPES Acquisition Corp.

"We plan to continue to grow the brand's presence and showcase significant shareholder value through a strategic plan that positions the company for long-term success. Soon, everyone will be a BurgerFi loyalist," he said.