

Chili's® Builds on its Big Crispy® Chicken Sandwich Momentum with the New Chicken Parm Big Crispy Available First Exclusively in Florence, Rome and Venice

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Launching nationwide Oct. 20, the new chicken sandwich features Chili's iconic Fried Mozz

The Highlights

- Chili's is introducing the new Chicken Parm Big Crispy chicken sandwich, which starts with a base of Chili's Big Crispy chicken sandwich, then adds its viral Fried Mozzarella and marinara sauce for a big, crispy, cheesy take on Chicken Parm and a whole new way to get that perfect cheese pull.
- Since Chili's Big Crispy lineup was introduced in April, the grill & bar's chicken sandwich orders have grown 175%.*
- Chicken Parm isn't from Italy — and neither are Florence, Ky.; Rome, Ga.; or Venice, Fla. — making them a fitting first stop for the new sandwich. Guests in all three cities can be the first to try the Chicken Parm Big Crispy starting Oct. 13, before it's available nationwide on Oct. 20.

DALLAS, Oct. 13, 2026 /PRNewswire/ -- The Big Crispy is getting a cheesy and pull-worthy upgrade. Since **Chili's® Grill & Bar** introduced the Big Crispy® chicken sandwich earlier this year with six different variations, chicken sandwich orders have jumped 175%.* Now, Chili's is combining two fan favorites to create the new Chicken Parm Big Crispy.

The new sandwich puts an unmistakably Chili's spin on Chicken Parm by bringing together two guest favorites:

Chili's Big Crispy chicken sandwich and Fried Mozzarella layered with marinara sauce. The sandwich is served with fries, white cheddar mac & cheese, and sides of marinara and Chili's house-made ranch.

"We've loved seeing how guests responded to the Big Crispy, and it got us thinking about how we could build on that with flavors we know they already love," said George Felix, chief marketing officer and executive vice president of Brinker International. "A Big Crispy topped with our fan-favorite Fried Mozz and marinara is craveable, over the top in all the right ways and unmistakably Chili's. You won't find a Chicken Parm with a better cheese pull than this."

Chicken Parm isn't actually Italian, and neither is Chili's. But Florence, Rome and Venice sound pretty Italian. Close enough. Beginning Oct. 13, Chili's restaurants in Florence, Ky.; Rome, Ga.; and Venice, Fla. will offer guests an exclusive first taste of the new Chicken Parm Big Crispy before it is available nationwide.

The three Chili's restaurants will also feature fun surprises for guests to enjoy for a limited time, such as an Italian mural booth photo opp in Florence and commemorative plates for the first 150 guests that try the sandwich at each location.

In a full commitment to the bit, Chili's enlisted reality TV icon Nicole "Snooki" Polizzi, who, like the sandwich, is not actually Italian, for a tourism video filmed in Florence, Ky. Because when you have a not-actually-Italian sandwich in a not-actually-Italian Florence, there's only one person to call.

Not in Florence, Rome or Venice? Good news: starting Oct. 20, guests nationwide can get a taste of the Chicken Parm Big Crispy — but they have to know to ask for it through a Chili's team member. Fans can also shop a limited-time Chicken Parm Big Crispy T-shirt at **WelcomeToChilis.com**.

About Chili's® Grill & Bar

Hi, welcome to Chili's! A proud leader in the casual dining industry and the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT), Chili's was honored in 2025 as one of Fast Company's Brands that Matter and Inc.'s Best in Business. The brand was also named Ad Age's Brand of the Year in 2025 and 2026. Founded in 1975, Chili's is known for serving Big Mouth Burgers®, Crispy Chicken Crispers®, and sizzling fajitas, while hand-shaking more margaritas than any other restaurant brand in the United States. Chili's operates 1,600 restaurants in 29 countries and two territories with over 70,000 team members. With a purpose to make everyone feel special, Chiliheads take food, drink and service seriously – but not themselves. Chili's was a proud winner at the 2025 MenuMasters Awards for Best New Menu Item for Nashville Hot Mozz, the breakout addition to the social media-famous Triple Dipper. For more than 20 years, Chili's has been a proud supporter of St. Jude Children's Research Hospital and has raised more than \$130 million for the organization through generous guest and team member donations. Find more information at **chilis.com**, follow on **X** or **Instagram**, like on **Facebook**, or join Chili's on **TikTok**.

*By the end of Q4 fiscal 2026 (June 2026), Chili's number of chicken sandwiches sold per restaurant per day increased 175% compared to sandwiches sold prior to the Big Crispy launch.

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