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Heartland Catfish Company Named Golden Chick Vendor of the Year
Golden Chick presents Heartland Catfish with the biennial honor

Itta Bena, Miss. (September 18, 2023) – [Heartland Catfish Company](#) is pleased to announce they have recently been named Golden Chick Vendor of the Year. Heartland Catfish has been a proud supplier of U.S. Farm-Raised Catfish to Golden Chick for more than a decade and is honored to be presented with such a distinguished award.

[Golden Chick](#) opened its first location in San Marcos, Texas in 1967 and has since expanded to more than 200 locations throughout Texas, Oklahoma, Louisiana and with additional locations opening in Mississippi and Nevada. The quick-service restaurant franchise is now recognized as one of the fastest-growing brands in the United States and was included in Nation's Restaurant News Top 200 Restaurant Brands in 2022.

Earlier this summer Golden Chick held their biennial franchise conference in Thackerville, Oklahoma with more than 500 in attendance including the franchise's more than 80 vendor/partners. During the conference, Golden Chick presented Heartland Catfish Company the Vendor of the Year award acknowledging Heartland's loyal commitment to helping build business from a supply, cost, thought leadership and overall partnership perspective.

"Heartland Catfish was selected as our Vendor of the Year because Golden Chick is never shorted supply and the company has always gone above and beyond expectations for customer service and responsiveness. Golden Chick is thankful and blessed to have such great vendor partners like Heartland Catfish," said Kelly Creighton, Golden Chick VP of Purchasing.

As Golden Chick's overall expansion rate is an estimated 10% in 2023, Heartland Catfish remains dedicated to providing the quick-service restaurant franchise with the best catfish products on the market. Consumers are becoming more conscious of where their food is coming from, which is why choosing U.S. Farm-Raised Catfish products is more important than ever. Heartland Catfish products provide added versatility to Golden Chick's menu while serving customers premium catfish dishes.

"The Heartland Catfish team is honored to receive such a distinguished award and is proud to be named Golden Chick's Vendor of the Year. Heartland Catfish has and continues to supply all Golden Chick locations with high-quality U.S. Farm-Raised Catfish. It is a great privilege to have not only our products recognized but also the efforts of the Heartland Catfish team that made this possible," said Johnny Jarrell, Heartland Catfish Regional Sales Manager.

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About Heartland Catfish

Founded in 1996, Heartland Catfish Company has grown into the country's largest U.S. Farm-Raised Catfish producer and processor and is located in Itta Bena, Miss. Owned by the Tackett Family of Tackett Fish Farms, Heartland Catfish Company is the largest single producer of farm-raised catfish in the United States and sells fresh and frozen catfish products to retailers and restaurants around the country. Follow Heartland Catfish Company on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#) and visit heartlandcatfish.com to learn more.

About Golden Chick

Founded in Texas in 1967, Golden Chick is a growing quick-service restaurant franchise that prides itself on providing delicious food and great customer service. The family-oriented brand is the creator of the Original Golden Tenders[®] and the Big & Golden[®] Chicken Sandwich, along with other chef-inspired menu items including its hand-breaded US Farm Raised Catfish. Golden Chick is home to USA Today 10Best's 2023 #1 [fast food side](#) (Fried Okra), #2 [best fast food fries](#) and #3 [best fast food fried chicken](#) in the country. In 2023, Golden Chick was included in Nation's Restaurant News' Top 200 Restaurant Brands in the U.S. (#152). Golden Chick has more than 210 locations throughout Texas, Oklahoma, Florida, Louisiana and opening soon Nevada.