

Chick-Fil-A Offers Sweet Deal for Diners Who Ditch Their Smartphones

Step 1: Gather your munchkins

Step 2: Head to Chick-fil-A

Step 3: Order your meal

Step 4: Everyone puts their phones in the provided chicken coop

Step 5: Enjoy free ice cream!

At least, the plan will work if you reside in an area where 150 local Chick-fil-A operators will give free ice cream to the families that make it through a meal without their cellphones.

“We really want our restaurant to provide a sense of community for our customers, where family and friends can come together and share quality time with one another,” Suwanee, Georgia, Operator Brad Williams said. “But as we all know, technology increasingly demands more of our time and can be a big distraction, even while we’re eating. This got me thinking about what we could do to reduce this distraction during meals.”

Americans are increasingly distracted by technology, spending a whopping 23 days a year on their mobile devices.

According to *TIME*, the average person checks his or her phone 46 times a day.

But if you’re at Williams’ Chick-fil-A, counterworkers will give you a small box, a chicken coop if you will, for your

mobile devices. If you make it to the end of the meal without touching your phones, your family gets free ice cream.

And really, who doesn't love free ice cream?

"The challenge has completely taken off," Williams said. "We have families who aren't successful the first time and come back to try again. We even have people asking to take the boxes home with them! Our whole community is talking about it."