

Frisch's Gears Up for Its Busiest Season with Winter Comfort Classics and a Lent Countdown

CINCINNATI (January 29, 2026) — The cold temperatures aren't going anywhere, but **Frisch's Big Boy** is already ramping up for its biggest season of the year. With Lent just weeks away - what insiders call Frisch's "Super Bowl" - the Cincinnati-born brand is leaning into comfort food favorites, local ownership and easy neighborhood access across Greater Cincinnati.

Frisch's currently operates **31 locally owned and operated restaurants**, deeply rooted in the communities they serve. In fact, almost everyone in Greater Cincinnati lives within **20 minutes of a Frisch's**, making it a go-to destination as families settle into winter routines and prepare for the Friday night fish tradition that defines the Lenten season.

Winter comfort foods are back on the menu through Feb. 8, giving guests an early reason to visit while setting the table for the weeks ahead. Returning fan favorites include the Grippo's Grilled Cheese, layered with Grippo's barbecue chips for crunch and local flavor, available as a sandwich, with soup or as a drive-thru combo.

Cold-weather classics are also front and center, including Chicken Potpie filled with diced chicken and vegetables and topped with a flaky biscuit crust, and Meatloaf served with a side and Frisch's Texas Toast - dishes that reflect the brand's long-standing reputation for familiar, satisfying comfort food.

Rounding out the winter lineup is the return of the Peanut Butter Piebaby, an individual dessert featuring a flaky crust, rich peanut butter filling, whipped cream, chocolate drizzle and a sprinkle of peanuts, a seasonal favorite with a loyal following of its own.

"Lent is our busiest and most important time of year, but it doesn't start overnight," said Darrin White, CEO of Frisch's. "Winter is when our guests start coming back into the rhythm - comfort food, Friday traditions, and familiar flavors. With 31 locally owned restaurants, Frisch's is part of these neighborhoods year-round, not just during Lent."

The winter menu is available now at participating Frisch's locations, with dine-in, drive-thru and carryout options. Guests can find their nearest restaurant at **[frischs.com/locations](https://www.frischs.com/locations)**.