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[banslinger@northlich.com](mailto:banslinger@northlich.com)**FOR IMMEDIATE RELEASE****After 40 Years, Frisch's® Unveils Brand New Look***Changes Move the Company Forward as Part of a Doors-to-Drive-Through Revamp*

CINCINNATI (June 29, 2016) — Frisch's Big Boy® Restaurants has released an exciting new look for the iconic brand. The rebranding is expansive and touches every aspect of the customer experience from dishes, restaurant décor, and even Big Boy himself.

For the first time in 40 years the locally endeared symbol has left his checkered overalls in the closet. Guests will also notice Big Boy no longer hoists the famous Big Boy sandwich. The change reflects Frisch's expansive menu of premium sandwiches, dinners, breakfast, homemade soup and desserts — because Frisch's is much more than just one item.

"Frisch's Big Boy is beloved in all the markets we serve and our goal is to increase that sentiment by moving the brand forward," said Frisch's CEO, Jason Vaughn. "These exciting changes to our restaurants both celebrate the Frisch's heritage and meet our customers' evolving needs and tastes."

A modern restaurant remodel, along with uniform changes and significant packaging upgrades, symbolize a contemporary movement for the brand. In addition to the traditional counter, Frisch's has added a community table where guests will have the opportunity to get to know their neighbors. Booth and table seating will still be available along with another new option: the family zone. This is an area designed to make Mom, Dad and the kids feel comfortable, with ample space for active children.

Other customer-friendly innovations will include retail space within the restaurant, new packaging design, dinnerware and flatware, as well as works by local artists that highlight the Frisch's heritage and involvement in local communities.

The Covington, Kentucky location is the first to be remodeled. To anticipate the expected rush of business, Frisch's is hiring 30 additional employees at that location. "Frisch's is committed to quality customer service and the community. We accomplish both by hiring additional staff for our Covington location," Vaughn said.

"The unveiling is the culmination of the hard work our team has put in since we purchased Frisch's 10 months ago," said Aziz Hashim, managing partner, NRD Capital. "The reopening of the Covington restaurant shows the vision we have for the future of this franchise, which starts with input from our customers."

Data from the Covington remodel will allow Frisch's to identify specific upgrades that are important to customers. Innovations launched at the Covington location will be important



moving forward as Frisch's plans to implement the most popular changes elsewhere in its chain of 120 restaurants in Ohio, Kentucky and Indiana.

The Covington Frisch's is located at 520 W. 5<sup>th</sup> Street in Covington, Kentucky. Hours of operation as of June 29 are 6 a.m. to 11 p.m.

**About Frisch's Big Boy**

Founded in 1939, Frisch's Big Boy restaurants are located in Ohio, Indiana and Kentucky. NRD Capital, a private equity firm based in Atlanta, Georgia, acquired the company in August 2015. Frisch's operates 95 Big Boy restaurants and franchises another 25 restaurants to independent operators.