



**Media Contact**  
Bryce Anslinger  
513-762-1720  
[PR@northlich.com](mailto:PR@northlich.com)

**FOR IMMEDIATE RELEASE**

## **Frisch's Offers All-You-Can-Eat Meatloaf on National Meatloaf Day Oct. 18**

*Retro 50s diner-style tableware giveaway and free Big Boys for a year highlight launch of new Diner Classics lineup*

CINCINNATI (October 11, 2016) — Frisch's Big Boy Restaurants wants to make dreams come true for diner devotees this fall. That's why the restaurant is offering customers all-you-can-eat meatloaf on National Meatloaf Appreciation Day October 18, along with a Diner Classics-themed weekly Facebook giveaway featuring classic diner merchandise and a chance to win free Big Boys for a year.

The promotions are part of the release of a new Frisch's lineup of Diner Classics, which includes:

- Meatloaf Sandwich: served on a butter-grilled brioche bun with melted natural provolone cheese
- Meatloaf Dinner: served with two sides and a house-made dinner roll
- Reuben and Rachel (turkey Reuben) Sandwiches: featuring made-from-scratch Thousand Island dressing
- Patty Melt Prime: a 1/3 lb. premium ground beef burger topped with caramelized onion and American and Swiss cheese, served on whole-wheat Texas toast grilled to perfection
- Cookies' n' Cream Milkshake

"Our new Diner Classics lineup is perfect for customers looking for fresh food with a taste that takes them back in time," Frisch's CEO Jason Vaughn said. "We're excited to roll out this fun and gratifying selection of menu items, particularly the Reuben, which is a first for Frisch's."

To celebrate National Meatloaf Appreciation Day, Frisch's is offering an all-you-can-eat meatloaf dinner from 4–10 p.m. on October 18. Additionally customers can order Frisch's new secret menu item, Mile-High Meatloaf, during the length of the promotion.

The mile-high version of the classic sandwich features two thick slices of meatloaf piled on a butter-grilled brioche bun and topped with melted natural provolone cheese.

"Our new sandwiches and meatloaf dinner showcase all of the fresh ingredients our customers have come to expect," said Chef Greg Grisanti, Frisch's director of research and development. "You pair these entrees with a cookies' n' cream milkshake and I think we can all agree it's time to eat."



As part of the Diner Classics promotion, Frisch's is sponsoring a weekly Facebook contest giving customers the chance to win free Big Boys for a year. In addition to free Big Boys, diners can also enter to win other free sandwiches, gift cards, and merchandise, including a retro 1950s diner-style tableware set during the four week promotion. To enter, visit the company's Facebook page at [facebook.com/frischsbigboy](https://facebook.com/frischsbigboy).

The Diner Classics Giveaway is available to enter through October 31.

#### **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.

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