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CINCINNATI (August 16, 2016) — Frisch's Big Boy is proud to announce the hiring of two senior executives: Anne Mejia (née Blumenstein) as executive vice president of marketing and Sheri Harper as chief people officer. Steve Hansen has been promoted to executive vice president of the Frisch's Commissary.

"Having Anne, Steve and Sheri on our executive team is a huge win for Frisch's moving forward," said Jason Vaughn, Frisch's CEO. "All of these leaders have extensive restaurant experience and will be extremely valuable assets as we take this brand to the next level."

Mejia has a broad background in restaurants, franchising, marketing and media. Most recently, she was the vice president of marketing at the ServiceMaster® Franchise Services Group, overseeing marketing for five unique brands. Her restaurant experience spans the spectrum from full service at McCormick & Schmick's to fast-casual Einstein Bros®. Bagels and fast-food burger favorites Jack in the Box® and Carl's Jr®.

"I'm thrilled with where this company is headed and I'm very happy to be a part of it," said Mejia. "We have the pieces in place to make this established brand a real powerhouse in this region and beyond."

Mejia has already been a big part of recent upgrades to the Frisch's brand. She recently led the first redesign of the beloved Big Boy logo in 40 years, and helped create a contemporary new look for the Frisch's restaurant location in Covington, Kentucky. She'll be relied on heavily to expand this new branding effort throughout all of the markets Frisch's serves.

Harper has comprehensive human resource experience, having served as human resources director for 6,000 U.S.-operated Wendy's® restaurants since November of 2014, as well as providing consulting services to all Wendy's® franchise owners across the U.S.

"Frisch's cultivates a heritage of being an employer of choice," said Harper. "As we usher the brand and the restaurants into an updated look and feel, we will continue to celebrate one of the biggest reasons for our success: our staff and company culture."

Hansen has been with Frisch's for the past six years. In his new role, he will lead efforts to transition the Frisch's Commissary to its own business entity. Steve has 26 years of experience in the food manufacturing and distribution industry. He also has experience with product development and growing brands in the retail and foodservice industries.



"Frisch's has truly become my home over the past few years, and I couldn't be happier to continue the good work we've been doing at the Commissary," said Hansen. "We're proud of the fresh food we deliver to our restaurants and I look forward to the offerings we'll have moving forward."

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.

Editors: high resolution photos of Mejia, Hansen and Harper are available at:

- Anne Mejia: https://www.dropbox.com/s/ncfrkznvfunl5ya/Anne_Mejia.jpg?dl=0
- Sheri Harper: <https://www.dropbox.com/s/uz1ldfsrd86r2w3/Sheri%20Harper%20Frisch%27s.JPG?dl=0>
- Steve Hansen: https://www.dropbox.com/s/h6ofm79gy723o0j/Steve_Hansen.jpg?dl=0