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Offers New Lineup of Western Primetime™ Sandwiches**

CINCINNATI (July 6, 2016) — Frisch's Big Boy is proud to announce a new lineup of Western Primetime Sandwiches that feature a flavor straight from the O.K. Corral. This trio of sandwiches is sure to infuse a taste of the wild west into Cincinnati, Columbus, Dayton, Lexington and Louisville fit for both Butch Cassidy and the Sundance Kid.

"These sandwiches are everything you want when you think of barbecue. The sauce, onion rings and bacon give them a flavor we're sure our customers will enjoy," said Jason Vaughn, Frisch's chief executive officer. "These sandwiches are a great menu addition and add to an already successful Primetime Burger lineup."

The new sandwiches come in three styles: cheeseburger, grilled chicken and crispy chicken. They all feature real premium cheddar cheese, three hand-breaded onion rings, hickory-smoked bacon and Frisch's new tangy Double B Low 'n Slow barbecue sauce, made with no high fructose corn syrup, on a butter-grilled brioche bun.

"I'm thrilled with how our new barbecue sauce has come together; it has just the right level of spice balanced by a sweetness from our blend of real honey and brown sugar that our customers are sure to enjoy," said Chef Greg Grisanti, director of research and development for Frisch's. "These are sandwiches our staff can be proud of because not only do they taste great; they're made with fresh ingredients made every day in our commissary."

Along with the barbecue sauce, each sandwich features three onion rings made with onions grown specifically for Frisch's.

"These sandwiches embody the flavor of the west," said Vaughn. "Annie Oakley spent part of her childhood near where this sandwich was developed in Cincinnati and I know this is a flavor she would have appreciated."

Frisch's Big Boy Restaurants' Western Primetime Sandwiches are available at all locations. The Classic, Mushroom Swiss and BLT Primetime Burgers are also still available.

For more: [High-resolution photographs](#)

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.