



**Media Contact**

844-354-NEWS (6397)

[PR@northlich.com](mailto:PR@northlich.com)

**FOR IMMEDIATE RELEASE**

## **Frisch's® Big Boy® Announces New Vice President of Marketing**

CINCINNATI (November 7, 2017) — Frisch's® Big Boy® restaurants is proud to announce it has hired Todd Napier as vice president of marketing, effective October 30, 2017. Napier will report to Frisch's CEO, Jason Vaughn, and he will oversee brand marketing and strategy.

"We're pleased to bring Todd onboard to help us tell the fresh and fun brand story of Frisch's Big Boy. Our founder, Dave Frisch, was a pioneer in the restaurant industry. I refer to him as the original foodie because he brought the double-decker hamburger to the Midwest and put tartar sauce on it. He penned the recipes we still use today for our homemade vegetable soup and chili. He left us with an incredible legacy and we're honored to continue it."

Napier comes to Frisch's Big Boy with 30 years of experience in marketing strategy across vertical industries including restaurants, CPG and healthcare. In the restaurant category, Napier has worked with casual, fast-casual and QSR brands on a range of marketing activities including advertising, social media, digital, event promotions and local-store marketing strategies. Brands he has worked with include Applebee's®, Buffalo Wild Wings®, Chick-fil-A® and Chili's®, to name a few.

Additionally, Napier has used his deep research and analytics experience to help inform strategy and guide execution in restaurant product development, pricing and value, segmentation, menu, store format and guest/franchisee/team member satisfaction.

Napier is an Innovation Games trained facilitator and Burke-certified moderator. He has presented at industry conferences and has been a guest lecturer for various colleges.

"I'm a Cincinnati native and thrilled to be working for an iconic local brand," Napier said. "Professionally, I believe in making fact-based marketing decisions. I will work with the internal Frisch's team, franchisees and customers to leverage their insights to help guide the brand moving forward. Personally, I've been eating at Frisch's since its car-hop days and my go-to meal is still the Patty Melt, sub rye for Texas toast, with a side of well-done onion rings."



## **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 96 Big Boy restaurants and franchises another 25 restaurants to independent operators.

