

Frisch's® At-A-Glance

About Frisch's Restaurants, Inc.

Dave Frisch opened his first restaurant in Cincinnati, Ohio in 1939. The Mainliner, the first year round drive-in style restaurant in Cincinnati, quickly earned a reputation for serving delicious food at a great value. When Dave introduced the Big Boy® sandwich in 1946, a humble legend was born.

Since then, Frisch's Big Boy has grown to become one of the largest family-style dining chains in the Midwest. Frisch's now owns and operates 96 restaurants and franchises another 25 to independent operators. Quite possibly, you've seen the iconic Big Boy statue standing proudly outside one of them.

Our secret is not so secret, really. We believe in giving customers craveable homemade foods you can't find anywhere else. Which means we offer not just one signature item, but an entire menu of them: The Big Boy, onion rings, Hot Fudge Cake, our own tartar sauce, homemade soups, seasonal pies and so much more.

It's all part of the Frisch's brand promise: "Good fun happens over great food served by friendly faces." That's a promise we aspire to each and every day. And that's why we serve anything on our menu at any time. We're pretty sure that's how Dave Frisch would've done it, too.

Because no matter how much time passes, one thing will always stay the same: Frisch's Big Boy is a place where one meal can make your entire day.

Frisch's by the Numbers

Year founded: 1939
Locations: 121
States we operate in: 3
Employees: 5,500
121 number of locations

Join the Frisch's Family

Frisch's Big Boy is unlike any other restaurant company. For starters, we take great care of our employees. Our benefits package is one of the most appealing in the industry, and our work culture embodies our brand promise of "Real. Good. Fun." Combine that with the pride associated with Frisch's longstanding history of serving made-from-scratch food at a great value, and you'll understand why for decades employees have chosen to work here.

At Frisch's Big Boy, we also believe in families helping other families; that belief inspires us to actively support our communities through partnerships and volunteer work. Stop by for a visit sometime. You'll soon see why we think Frisch's is the best place to work, eat, and own.

Executive Team

Jason Vaughn, CEO
Diane Reed, EVP Finance
Anne Mejia, EVP Marketing
Sheri Harper, Chief People Officer
Jim Horwitz, VP Real Estate
Steve Hansen, EVP Commissary Operations

Ownership

Frisch's was acquired by NRD Capital in 2015.

Restaurant Support Center

2800 Gilbert Ave., Cincinnati, Ohio 45206
For more information, visit www.frischs.com.



Jason Vaughn

Jason grew up knowing the joy that comes with ordering a Big Boy[®] firsthand. A longtime fan of the iconic brand, Jason was named CEO of Frisch's[®] Big Boy Restaurants, Inc. in April 2016. Jason is an engaged and resourceful leader who has embraced the heritage of the Frisch's Big Boy brand and the passion of the Big Boy fans and employees.

Jason has more than 25 years of experience in the restaurant industry, most recently as the president and COO of Memphis-based Lenny's Subs. There, he helped to increase sales and transactions by seven percent and improve guest metrics by 20 percent. Additionally, he has held executive leadership roles at Wendy's International, in Dublin, Ohio, and Yum! Brands, Inc.



Diane Reed
Executive Vice President of Finance

Diane is a certified public accountant and certified cash manager who comes to Frisch's after several years with Bravo Brio Restaurant Group, where she served as vice president of finance and chief accounting officer.

Diane's experience also includes time as the controller for companies such as Wendy's®, Donatos Pizza and Victoria's Secret.



Anne Mejia

Executive Vice President of Marketing

Anne has been a key part of recent upgrades to Frisch's® Big Boy®. In 2016 she led the Frisch's brand relaunch, which included the first redesign of the beloved Big Boy logo in 40 years. As part of that effort she helped create a contemporary new look for the Frisch's restaurant location in Covington, Kentucky, a look that will spread across the entire family of Frisch's restaurants.

Anne has a broad background in restaurants, franchising, marketing and media. Her restaurant experience spans the spectrum from full service at McCormick & Schmick's to fast-casual Einstein Bros® to bagels and fast-food burger favorites Jack in the Box® and Carl's Jr®.



Sheri Harper
Chief People Officer

Sheri's comprehensive human resources background helps guarantee Frisch's Big Boy employs the best people who will ensure a first-class customer experience at its restaurants. She also plays an important role in creating innovative programs to enhance corporate culture, reduce turnover and improve performance.

Sheri came to Frisch's after she served as human resources director for 6,000 U.S.-operated Wendy's® restaurants, as well as providing consulting services to all Wendy's® franchise owners across the U.S.



Jim Horwitz

Vice President of Real Estate Development

Jim makes sure Frisch's® restaurants are located in the best place possible to serve its valued customers. Jim has been with Frisch's for almost a decade and focuses on its commercial real estate lease negotiations and site selection.

Before coming to Frisch's Jim worked as the director of leasing and development for Cincinnati United Contractors Inc. and was the director of real estate for Alderwoods Group Inc.



Steve Hansen

Executive Vice President of Frisch's Kitchen

Steve has played a vital role in leading efforts to transition the Frisch's Commissary to its own business entity, now called Frisch's Kitchen. Steve is a 1987 graduate of Xavier Universtiy. Steve has more than 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.

Before joining Frisch's®, Steve worked as a plant manager for Klosterman Baking Company and Campos Foods in Knoxville, TN.