



MEDIA CONTACT

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Daphne's California Greek: Fast Casual Restaurant Chain Takes on New Name and Approach to Flavorful, Healthy Food

New Genre of Fast Casual Food Combines California Cuisine with Greek and Mediterranean Inspiration

CARLSBAD, Calif. – After operating for nearly 20 years as Daphne's Greek Cafe, the fast casual chain has officially announced its new name and new lifestyle brand: [Daphne's California Greek](#). Purchased by Wreath Equity LLC in August 2010, the complete brand refresh includes new healthier menu options influenced by California cuisine, a contemporary restaurant design, and a focus on music, art and community.

Daphne's California Greek has evolved its brand in order to keep it fresh and unique, just like its new dining experience and menu items. The brand, which already holds a strong position in the marketplace as the country's largest chain of company-owned Greek-inspired fast casual restaurants, is using customer research insight to focus on what matters most to its guests including healthy menu options and the restaurant's environment.

"We are creating a lifestyle brand that is not just focused on flavorful, healthy food, but also on bringing our community together through music, art and fun," said Bill Trefethen, CEO of Daphne's California Greek. "We are passionate about our customer's well-being and we've taken on the responsibility of helping our guests 'Live Life to its Fullest,' which is both our motto and driving vision behind our commitment to great tasting food and a healthy, active lifestyle."

What is California Greek™

[California Greek™](#), a term coined by Daphne's, represents a new genre of food: Fresh California cuisine influenced by Greek and Mediterranean flavors and dishes. This genre will include current staples such as gyros, pita sandwiches, Greek salads, Fire Feta® and kabobs, and will continue to evolve to offer guests an abundance of flavorful, healthy options including a variety of fresh salads, flatbreads and grilled seafood. The first addition to the menu is the California Greek Salad, which mixes fresh ingredients including roasted chicken, avocado, cucumbers, pine nuts, carrots, corn, feta cheese, spring mix and romaine lettuce tossed with gorgonzola vinaigrette – Daphne's first new salad to be introduced in 20 years.

Flavorful, Healthy Food

Daphne's California Greek is overhauling its [menu](#) to combine the best selection of healthy ingredients including whole grains, healthy fats, grilled meats and seafood, as well as flavorful herbs and spices. The menu, with most of its items less than 700 [calories](#), supports a variety of lifestyle choices—from low fat to gluten-free and vegetarian, giving guests the ability to customize their meal. Daphne's recently added wheat pita bread as an option to its original pita bread, and in addition to the new California Greek Salad will also be offering Grilled Chilean Salmon, which is available with a choice of two side dishes. To enhance the dining experience, Daphne's will soon offer a variety of locally brewed beers and California wines.

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Hip Look and Feel

From floor to ceiling, Daphne's California Greek restaurants are undergoing dramatic interior design changes in an effort to create a warm and inviting atmosphere, with a stylish and contemporary twist. The décor includes the addition of sustainable bamboo tabletops, colorful chairs, new plate ware and silverware, and a vibrant color palette of paints and fabrics. The colorful artwork donning Daphne's walls is created specifically for Daphne's by established artists. Lights are now dimmed at dinnertime to allow guests to slow their pace at the end of a busy day. The upgrades to all Daphne's locations will happen through the end of 2011.

Shrinking Environmental Footprint

Daphne's California Greek strongly believes in [responsible business practices](#) such as using to-go containers made from recycled plastic bottles, paper cups made from renewable fibers and new take-out bags made from recycled materials. In addition, Daphne's has always offered dine-in guests silverware and plate ware to reduce the amount of waste and packaging.

Community at our Core

Understanding that its guests are part of a larger community, Daphne's is committed to utilizing its fundraising abilities and public platform to make a difference by rolling out unique programs and campaigns that support local schools, artists, musicians, athletes and activists. Daphne's will also partner with local events and organizations that share the common thread of embracing an active and healthy lifestyle. Cause-related efforts such as providing a venue for local musicians and artists to display their works are only a few examples of what is to be Daphne's ongoing commitment to support its community.

Image Gallery: <http://bit.ly/daphnescaliforniagreek>

Connect with Daphne's California Greek on Facebook at www.facebook.com/DaphnesGreekCafe and on Twitter at twitter.com/DaphnesGreek.

About Daphne's California Greek

Daphne's California Greek is the country's largest chain of company-owned Greek-inspired fast casual restaurants with locations throughout the western-half of the country. Daphne's was first established in 1991, and was bought by Wreath Equity LLC in August 2010. The Carlsbad, Calif.-based company was renamed Daphne's California Greek in March 2011. California Greek™, a term coined by Daphne's, represents a new genre of food: Fresh California cuisine influenced by Greek and Mediterranean flavors and dishes. The extensive menu features the best selection of healthy ingredients including healthy fats, whole grains, grilled meats and seafood, as well as flavorful herbs and spices. The company strongly believes in responsible business practices and is committed to supporting its local communities. For more information on Daphne's, please visit the company website at www.daphnes.biz.

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