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Daphne's California Greek Announces Kelly Slater as Brand Ambassador

10x World Champion to be founding member of Team Daphne's

CARLSBAD, Calif. – [Daphne's California Greek™](#) is excited to announce 10x world champion Kelly Slater as partner and brand ambassador for the company's commitment to a healthy, active lifestyle and great tasting food. He will be the founding member of Team Daphne's, which will include a roster of professional and amateur athletes, local artists, independent musicians and people who are making a difference in their communities. Slater will partner in several capacities, including recruiting a surf team consisting of his selection of top male and female amateur surfers, consulting on menu development, contributing to the company's blog and social media efforts on topics related to developing and maintaining a healthy lifestyle.

"I've been looking for the right opportunity to do something with a healthy food or restaurant group. I think Daphne's has a great platform to get the word out and is right in line with a lot of my ideals about food, so I'm glad to be on board with them," said Kelly Slater.

"We are thrilled to have Kelly Slater come on board during the execution stage of our brand re-development," said Bill Trefethen, CEO of Daphne's California Greek. "He is a natural fit for our brand as he shares the same vision of living a healthy, active lifestyle. We are eager to work with him in supporting the surf community, and for him to help us deliver our motto of 'living life to the fullest.'"

The formation of Team Daphne's is part of Daphne's California Greek's overall brand re-development that was recently announced, which included a new name, [healthier menu options](#), and a focus on action sports, music, art and community. The company is committed to utilizing its fundraising abilities and public platform to make a difference by rolling out unique programs and campaigns. Daphne's also partners with local events and organizations that share the common thread of embracing an active and healthy lifestyle.

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 Mediterranean 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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