



DAPHNE'S FAQ & CORPORATE OVERVIEW

When was Daphne's established?

Daphne's was originally founded in 1991 as Daphne's Greek Café. Based in Carlsbad, California, the chain was bought out of bankruptcy in 2010 by entrepreneur Bill Trefethen, through his investment firm, Wreath Equity LLC, and within a year was completely transformed into into a successful, lifestyle-oriented concept now renamed Daphne's.

What is the new Daphne's?

Daphne's is a successful, lifestyle-oriented restaurant chain that offers an authentic approach to more healthful and flavorful food options originating in California-inspired, Mediterranean fare that resonates with today's more active, health-minded consumer. Daphne's also strives to make a real, authentic difference on a grassroots community level by supporting schools, youth sports, and emerging musicians, artists and filmmakers who share its philosophy of living well.

What is Daphne's mission?

To fuel today's active and full lifestyles with authentically healthier options created with fresh, high-quality ingredients rooted in California-inspired, Mediterranean fare, and to carry our passion for authenticity and integrity beyond our restaurants and into the community to support grassroots community organizations and emerging athletes, musicians and artists.

How has Daphne's menu evolved?

Daphne's new menu appeals to today's more health-conscious and active consumer with healthful options that don't compromise on flavor. The menu now includes specialty salads, flatbread pizzas, pita sandwiches (with traditional or multi-grain pita), and grilled seafood complemented with flavorful sides such as a spicy Fire Feta dip, roasted veggies, and savory tabouli. The multigrain pita bread is a custom recipe created by Daphne's and contains seven whole grains. More than a dozen new menu items, as well as most of the retained items, fall under 700 calories and can be customized to accommodate low-fat, low-carb, high protein diets as well as vegetarian, vegan and gluten-free diets.



How many Daphne's are there?

Daphne's now has 56 locations: 54 throughout California, one in Scottsdale, Arizona, and one in Boulder, Colorado. The company plans to expand throughout the United States through franchising efforts.

How does Daphne's support its communities?

At Daphne's, being authentic means being a real part of our communities. We take an active, genuine role in each of our communities and neighborhoods by supporting education, youth sports, emerging musicians and artists. Daphne's is a strong and true advocate for education and supports many local school foundations, kid's sports teams, and PTA outreach programs, and enrichment programs such as STAR education, which seeks to bring music and arts back into public schools.

Why does Daphne's support musicians?

Daphne's is an eclectic fusion of California and Mediterranean flavors and its music program reflects that diversity and authenticity. Daphne's is a place for healthful and flavorful food but also it's also an ideal way for people to discover new music talent. Daphne's new music discovery program supports these amazingly talented young musicians and provides a platform for them to share their music and their passion with a larger audience whether it's in one of Daphne's locations, online via Daphne's free, streaming radio channel, or through exclusive concerts in venues near our restaurants.

Who is the Daphne's leadership?

Daphne's is led by a group of talented individuals who genuinely desire to create a dining alternative that supports healthier and more active living. Everyone on the leadership team, from CEO Bill Trefethen and CFO Shannon Bane, to operations, food and beverage, and marketing department heads, have played an integral role in building the new, refreshed Daphne's.