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BISCUITVILLE UNVEILS NEW BRANDING, GROWTH PLANS & LUNCH CONCEPT

Company introduces FRESH SOUTHERN lunch menu coming to restaurants this summer

GREENSBORO, NC (Feb. 26, 2014) – Biscuitville (www.biscuitville.com), a local-favorite, family-owned restaurant known for its southern-style breakfast and made-from-scratch biscuits, unveiled today new brand initiatives including an updated logo, signage, packaging and plans for store renovations. The company also revealed its plans to launch a new FRESH SOUTHERN lunch menu in restaurants this summer.

Biscuitville’s president and CEO Burney Jennings announced the company’s plans for growth that extend its reach to new locations and a new generation of customers. In the coming years, Biscuitville plans to add more traditional and non-traditional facilities at locations such as universities and airports. The company will also launch drive-thru only stores and a mobile-food vehicle within its current footprint of North Carolina and Virginia.

“Growing up around the Biscuitville brand with my father, I experienced firsthand how the values of southern hospitality, authenticity, integrity and local partnerships contributed to the company’s success,” said Jennings. “As we move our company into this next phase of growth, we understand the importance and value of preserving Biscuitville’s old-fashioned principles, while modernizing the brand and diversifying our product.”

In 2013, Biscuitville engaged Stealing Share, a global brand development company, to spearhead strategic brand analysis and identify new positioning opportunities for the company. The research identified key pillars that consumers use to describe Biscuitville and set it apart from competitors: the New South, Local & Authentic and Not Ordinary. Findings also pointed to an opportunity for the company to extend its food offerings into the lunch daypart as long as it stayed true to these brand pillars.

With this new opportunity identified, Biscuitville partnered with Chef Andrew Hunter, a professional culinary expert who develops retail and consumer food products for companies like Wolfgang Puck Worldwide and Niman Ranch, to help create the company’s new FRESH SOUTHERN lunch concept. After months of experimenting with different recipes, the final menu Chef Andrew crafted includes a selection of mouth-watering sandwiches and new side items that are made from fresh, locally-sourced ingredients when possible, and stay true to Biscuitville’s authentically southern brand. Each new item offers the perfect blend of distinctive world flavors and classic southern fare and sets a new standard for sophisticated comfort food.

The company will launch its FRESH SOUTHERN lunch menu on March 31 in store #132 on High Point Road in Greensboro, followed by all other Greensboro locations in May. The public is invited to start sampling the new menu at this time. Lunch will be available from 11 a.m. to 2 p.m. and breakfast will continue to be served all day from 6 a.m. to 2 p.m. This summer there will be tasting events for the media and special guests at Biscuitville stores throughout the Triad, Raleigh and Charlotte to be announced at a later date. A full rollout of the lunch menu to all Biscuitville stores will be complete by late summer.

To help develop the company's new FRESH SOUTHERN brand, Biscuitville partnered with the marketing communications company ShapiroWalker Design. Using the Stealing Share research and positioning, ShapiroWalker crafted the final designs for Biscuitville's logo, signage and packaging that give the brand an updated, fresh look. The new signage, together with the planned interior and exterior renovations to the restaurants, reflect Biscuitville's commitment to southern hospitality by creating an atmosphere and experience that is welcoming and makes guests feel like family.

“As Biscuitville prepares for its 50th anniversary in 2016, it was the ideal time to give our brand and restaurants a fresh, southern-inspired, modern look and feel,” said Kathie Niven, chief brand officer at Biscuitville. “These changes allow the company to remain true to our core values, all while enhancing customers' experiences, and strengthening the emotional connection between Biscuitville and a new generation of valued guests.”

These initiatives are just a few of the exciting changes to come from a brand that has become a true gem of North Carolina and southern Virginia. In the coming weeks, the company plans to launch a redesign of its website www.biscuitville.com. Before this time, you can get a sneak peek of the new branding initiatives and get more information on the lunch concept and planned rollout at www.freshsouthern.com. Photos of Biscuitville's new logo, signage prototypes, packaging, and store renderings are available on the site.

About Biscuitville:

Biscuitville is a family-owned company headquartered in Greensboro, N.C. The company was founded in 1966 when owner Maurice Jennings opened two restaurants in Burlington, N.C. After several years, the company added its signature, made-from-scratch biscuits to its menu that were so well-received, business boomed and the Biscuitville brand evolved. Today, Biscuitville employs nearly 900 people and operates 54 restaurants in North Carolina and Virginia. The company built its success on making guests a priority and serving fresh, authentic food with integrity. Visit www.biscuitville for more information.

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