

Industry Veteran Lowell Petrie Joins Daphne's Greek Cafe as Vice President of Marketing
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Daphne's Greek Cafe, the largest, fast-casual Greek restaurant chain in the United States, has announced that restaurant industry veteran, Lowell Petrie, has joined the company as the vice president of marketing. Petrie will be responsible for managing the chain's marketing and public relations functions and will report to Steve Fricker, president.

"Lowell brings to Daphne's a tremendous wealth of experience and leadership in all aspects of marketing and has earned an outstanding reputation within the industry," shared Fricker upon the announcement. "His hiring completes our efforts to strengthen the company with seasoned executives in all functional areas. We believe we are now well positioned to roll out our growing concept nationally with new company restaurants and into new franchise markets."

Petrie joins Daphne's Greek Cafe with over twenty years of experience in the restaurant industry. Most recently, he served as the vice president of marketing and public relations for Mimi's Cafe, a 135 unit casual dining restaurant chain. Before joining Mimi's, Petrie held the position of vice president of marketing and public relations at Ruby's Diners, a 39 unit chain of 1940's-style diners serving classic and contemporary American fare with locations in six states. While at Ruby's, he supervised all advertising, marketing and public relations functions.

From 1998 to 2002, Petrie was the senior director of brand marketing for Denny's Restaurants, where he led brand initiatives, menu pricing, product development and product research for the company's 1,750 units in 50 states and five foreign countries. Through his leadership, Denny's was the recipient of numerous awards in various menu categories. Additionally, Petrie was individually recognized for his work as the recipient of Restaurant Business Magazine's 2001 Menu Strategist Award for the family restaurant category.

Earlier in his career, Petrie held various positions at El Torito Restaurants and Garcia's Mexican Restaurants.

Lowell Petrie has acted as a board member of the National Restaurant Association's Marketing Executives Group (1986 to 2006), and as the Chairman from 1989 to 1990 and then again from 1997 to 1999. He has also been a member of the American Egg Board's Marketing Advisory Group, The Foodservice Symposium Advisory Board, Technomic Information System's Advisory Group, Collin's School Harvest Auction Planning Committee and the UCLA Annual Restaurant Conference Committee, among others.

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