

Granite City Food & Brewery Ltd. Announces the Appointment of Richard H. Lynch as Chief Executive Officer

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Granite City Food & Brewery Ltd. (OTC Pink:GCFB) today announced that Richard H. Lynch (Dick), a member of its Board of Directors, has been appointed as the company's Chief Executive Officer. Interim CEO, Rob Doran, will continue to serve as a member of Granite City's Board of Directors.



Richard H. Lynch (Photo: Business Wire)

Lynch is a restaurant industry veteran who served as the Chief Brand Officer for Popeyes Louisiana Kitchen for the past nine years. Lynch architected the brand transformation that led to Popeyes' resurgence in the QSR space, and ultimately, its acquisition by Restaurant Brands International, Inc. earlier this year. He brings with him a wealth of branding expertise and experience in leveraging brand differentiation to drive topline sales as well as a proven track record in assembling quality, results-oriented teams.

During Lynch's tenure Popeyes achieved:

- 8 consecutive years of same-store sales growth
- Market share increase from 13% to 27%
- Annual unit volume (AUV) increase of 45%, from \$1 million to \$1.45 million
- Restaurant level profitability increases from 17% to nearly 24%
- Unit growth from 1,860 locations to nearly 2,700

“Our search focused on identifying a leader with top-level branding expertise to unlock the potential for this dynamic concept and bring it into the future. We were fortunate that Dick’s expertise was already known to us as he has served on our board the past 15 months,” said Fouad Bashour, Chairman of the Board for Granite City Food & Brewery. “Dick has demonstrated an appreciation for the potential of our brand. That, together with his expertise, will be invaluable as we elevate the Granite City brand profile.”

“I am honored to have the opportunity to unleash the untapped potential of this brand,” said Lynch. “Granite City is one of the originators of the craft brew trend, and one of the only places where you experience brew-culture at its most authentic coupled with a chef-created, made-from-scratch, distinctive menu. I believe the Granite City experience is unique in its space. I look forward to leveraging the brand to drive a differentiated employee and guest experience as well.”

Granite City Food & Brewery features craft beers brewed onsite and distinctive menu items including Maple Pepper Bacon & Tomato Flatbread, one of its signature artisan flatbreads and its Pulled Pork Waffle that features braised pulled pork with BBQ sauce served on a roasted corn & jalapeno waffle.

Lynch will take the helm of Granite City Food & Brewery on May 15th.

About Granite City Food & Brewery

Granite City Food & Brewery operates two casual dining concepts – 36 Granite City Food & Brewery restaurants across 14 states and 5 Cadillac Ranch All American Bar & Grill restaurants in 5 states. Granite City features scratch kitchens and a patented brewing process, “Fermentus Interruptus,” allowing each location to brew and serve fine and fresh handcrafted beer. Cadillac Ranch offers country-themed food, music and fun in a country casual atmosphere. Additional information about Granite City Food & Brewery can be found at www.gcfb.com. Follow Granite City Food & Brewery on Facebook, Twitter and Instagram.