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Jennifer Sanning to Lead Marketing for American Blue Ribbon Holdings' Restaurant Brands

Denver, CO – American Blue Ribbon Holdings (ABRH) President and CEO Hazem Ouf hired restaurant industry veteran Jennifer Sanning as chief marketing officer for the company's restaurant brands: Village Inn, Bakers Square and Max & Erma's. In addition to leading the marketing functions for the brands, Sanning has responsibility for menu development and culinary direction.

"Jen brings the right combination of marketing experience, vision and leadership to the position," Ouf said. "In this economy, successful restaurant marketing requires a multi-dimensional approach that Jen and I share."

The title CMO is new at ABRH. "We elevated the position because we wanted an experienced sales and marketing executive to implement a comprehensive growth strategy for the company that included the revitalization of its restaurant brands," explained Ouf.

Ouf said Sanning's background, which includes working for a number of major restaurant chains, advertising agencies and consumer brands, made her the ideal CMO for ABRH. The company has 217 Village Inns, 46 Bakers Square and 73 Max & Erma's.

"Hazem's team at American Blue Ribbon Holdings has created tremendous momentum for these great brands," said Sanning. "Helping to grow our three restaurant chains, each with a distinct personality, is a challenge and an honor."

Prior to joining American Blue Ribbon Holdings, Sanning was CMO at Rainbow Rewards, a loyalty marketing company with global operations. During her advertising agency career, Sanning worked with global brands, such as Frito-Lay, MillerCoors, McDonalds and Boston Market. She also held the position of vice president of Marketing for Quiznos Corp.

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