

## Captain D's aims younger with new sandwiches

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Nashville-based [Captain D's](#) Seafood Kitchen hopes a new line of sandwiches will help the chain attract younger diners.

As [QSRMagazine.com reports here](#), Captain D's last week launched a new line of cod or chicken sandwiches that come with a choice of three sauces.

In addition to growing lunch and drive-thru traffic, Executive Vice President **Monte Jump** said the chain hopes the sandwiches will change how diners perceive Captain D's.

"We're hoping that people will begin to think about Captain D's differently—that we're not just about fried seafood—and it will influence a dinner decision," Jump said.

Late last year, the *Nashville Business Journal* [spoke with newly named CEO Phil Greifeld](#) about his plans to use lower prices and more chicken offerings to grow the chain.