



New Captain D's Offering is One Big Fish

November 18, 2011

Captain D's recently rolled out a new fish menu item that it claims is one of the biggest fish products in the quick-serve industry.

The 6-ounce Southern Style White Fish filet, which comes with two sides and hush puppies, debuted as one of the chain's 4 for \$4.99 meals.

Monte Jump, executive vice president of marketing at Captain D's, says the product was a smash hit within the company when it was developed and tested.

"Every step of the way, there was just an overwhelming, positive reaction to it from our core guests," Jump says. "So we finally put it in a market and tested it, and it was an overwhelming success. ... Our sales are running really well right now."

Jump says the filet is a flaky, hand-breaded item that offers customers an innovative option in the quick-service seafood segment.

"Consumers are looking for some variation in menus, and people are looking for sometimes different taste profiles, or a different texture," he says. "This provides that. And people are looking for value. For \$4.99, it is a big meal. ... So it's a lot of food for a really great price, and by the way, it's a really great product."

As part of the Southern Style White Fish roll out, Captain D's is inviting customers to tell their big-fish "Tall Tales" on Facebook. The customer with the best fish story, fiction or nonfiction, will receive free Captain D's for a year.

"It's kind of a joke now that you catch a fish and in the story you tell, the fish is always bigger than it really was," Jump says. "We're playing off that notion, because I think everyone understands that we do have a big fish."

The company is extending the marketing efforts for the Southern Style White Fish to its charitable giving. Its "Big Fish Inspires Big Hearts" campaign asks customers to submit on Facebook ideas for charities that



Captain D's should support. Four finalists will then be voted on, and Captain D's will donate \$1,000 to the winning charity.

“I think everyone at some level has a cause they'd like to support,” Jump says. “We want to help our guests be able to have a role in giving back to whoever that is, the organization that they feel is deserving of it. Rather than Captain D's go out and pick an organization, we would like for our guests to pick an organization and nominate them.”

By Sam Oches