



Captain D's launches white fish entrée, charity campaign

November 11, 2011

Captain D's has launched the new Southern Style White Fish dinner, its biggest fish to date. The dinner is \$4.99 and includes two sides and Captain D's hush puppies.

Motivated by the size of its new Southern Style White Fish, Captain D's is giving back through the new "Big Fish Inspires Big Hearts" campaign.

The company is asking guests to nominate their favorite charity on the Captain D's Facebook page to put them into consideration for a \$1,000 donation.

Also, in the spirit of tall tales, Captain D's will reward loyal guests for telling "big fish" stories on its Facebook wall. The story that receives the most likes and comments will win free Captain D's for a year.

"Captain D's is very proud of the new products we're introducing." said Phil Greifeld, CEO of Captain D's. "We think our guests will be thrilled with the additions to our menu."

The Southern Style White Fish has more than 20 grams of protein and almost the entire daily recommended intake of Omega 3.

<http://www.qsrweb.com/article/186726/Captain-D-s-launches-white-fish-entr-e-charity-campaign>