



# PRESS KIT



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# PRESS KIT

## WE LOVE TO FEED PEOPLE™

For 65 years, Denny's has been a welcoming place where people can connect over great food. We're always open, always serving your favorites, and we're proud to be America's diner.

## BY THE NUMBERS



**1,649**

TOTAL NUMBER OF RESTAURANTS



**227**

NUMBER OF FRANCHISEES



**148**

NUMBER OF GLOBAL, NON-U.S. RESTAURANTS



**2**

NUMBER OF VIRTUAL BRANDS

## BRAND ASSETS



To download our logo  
for editorial use



To access brand elements for  
use in articles or features



# INDUSTRY AWARDS

## 2020

- *Forbes*, with research partners Sprinklr and LinkedIn, earlier this month announced their annual list of the World's most influential CMO's.

## 2018

- *Diversity Journal* recognized Denny's in Woman Worth Watching.
- *Savoy Magazine* named Denny's Board member Laysha Ward as one of, "2018's Most Influential Blacks in Corporate America."
- *Latino Magazine* recognized Denny's Board Member Bernadette S. Aulestia as one of 2018's "15 Most Relevant Hispanic Directors."

## 2016

- Denny's social media strategy was recognized by restaurant, technology and marketing industry experts with "America's Diner" recently being named the recipient of two different awards in the second annual *Restaurant Business Magazine*/FSTEC Awards program.
- Denny's Named One of the Top 10 Places to Work in South Carolina.
- Denny's announced that *Profiles in Diversity Journal*® named April Kelly-Drummond, Director of Diversity Affairs and Multicultural Engagement at Denny's, as one of its 2016 Women Worth Watching.
- Denny's announced that franchisee Dawn Lafreeda received the Equality Award at the 14th Annual Human Rights Campaign Gala and Auction in San Antonio.
- Denny's announced that *Savoy Magazine* named April Kelly-Drummond, Brenda J. Lauderback, and Laysha Ward to its 2016 Most Influential Women in Corporate America list.
- Denny's Earns Top Honors in *Restaurant Business Magazine* & FSTEC Social Media Awards.

## 2014-2015

- *Minority Business News USA Magazine* named Denny's as a leader in Supplier Diversity in 2014 and 2015.

## 2013-2014

- *Latino Magazine* named Denny's "Top 100 Companies providing the most opportunities for Latinos" in 2013 and 2014.

## 2013

- *Professional Women's Multicultural Magazine* "Best of the Best Top Supplier Diversity Program."
- *Black EOE Journal* ranked Denny's as one of "Best of the Best Top Supplier Diversity Program."

## 2011

- *Asian Enterprise Magazine* also awarded Denny's the National Entrepreneur Award for community relations efforts in the Asian Pacific community.

## 2010

- Carolinas Minority Supplier Development Council named Denny's "Corporation of the Year" in Supplier Diversity.

## 2008

- SC School of Boards Association named Denny's "Champion of Public Education."

## 2006-2007

- *Savoy Magazine* ranked Denny's at the top of its list of "Best 40 Companies for Diversity" in 2006 and 2007.

## 2006

- *Latina Style Magazine* named Denny's to its Latina Style 50 report, citing the company as one of the 50 best companies in the U.S. for Hispanic women to work.
- *Black Enterprise Magazine* ranks Denny's at the top of its list of "Best 40 Companies for Diversity" in July 2006.

## 2005-2007

- *Hispanic Business Magazine* ranked Denny's among the "Top 50 Companies for Diversity" in 2005, 2006 and 2007 in its survey of "Top 40 Companies for Hispanics" in 2005-2006, and 2007.

## 2004-2005, 2007

- *Family Digest Magazine* selected Denny's from over 700 U.S. companies as one of the Top 7 in the nation for African Americans in 2004-2005, and 2007.

## 2004

- *Essence Magazine* ranked Denny's as one of "The Best Companies for Black Women."

## 2002

- The National Association for Female Executives ranked Denny's 13th in its survey of the "Top 25 U.S. Companies for Executive Women."

## 2000

- *Fortune Magazine* ranks Denny's #1 on the list of "America's 50 Best Companies for Minorities."
- *Center for Responsibility in Business* awarded Denny's its Corporate Conscience Diversity Award for outstanding achievement in corporate social responsibility.

## 1999-2013, 2015

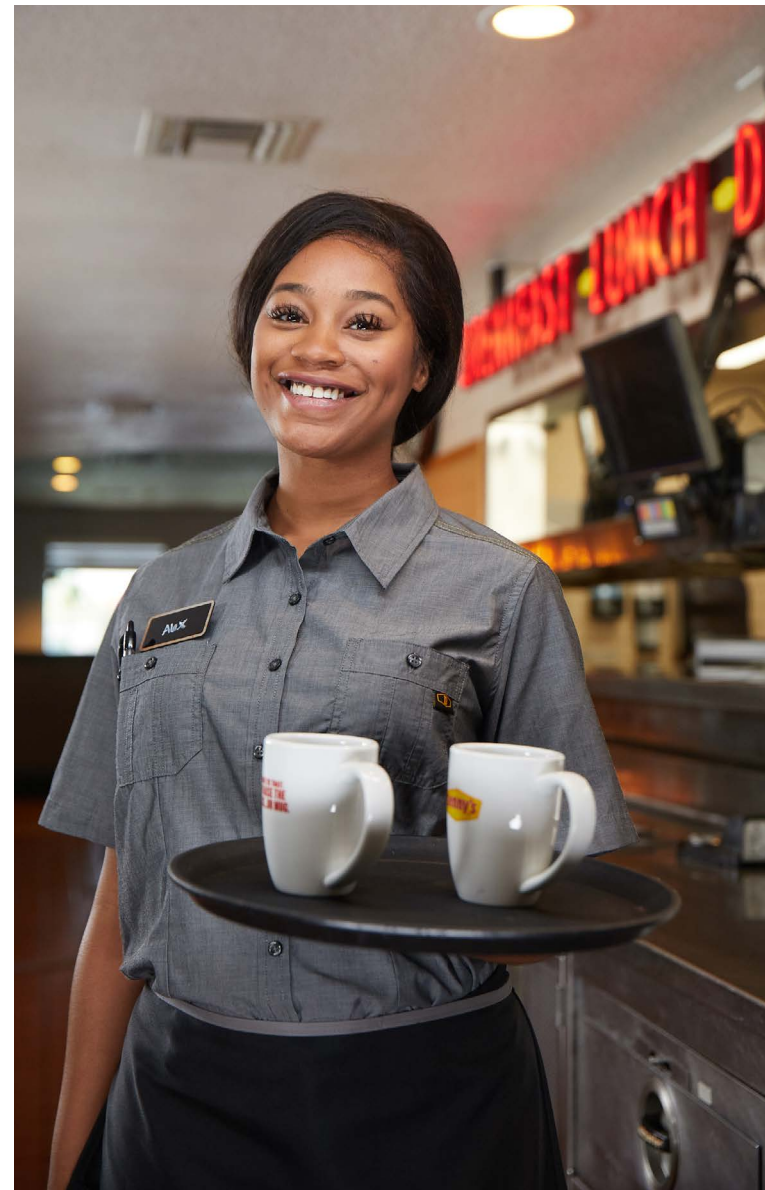
- *Asian Enterprise Magazine* ranked Denny's as one of the "Top 10 Best Companies for Asian Americans" in 1999-2013 and 2015.

## 1998-2003

- *Fortune Magazine* continually ranks Denny's at the top of its survey of "America's 50 Best Companies for Minorities." Denny's ranked No. 2 in 1998; No. 6 in 1999; No. 1 in 2000 and 2001 and No. 3 in 2002, 2003. The survey is conducted among 1,200 U.S. companies.

## 1997

- Denny's received the Fair Share Corporate Award for Minority Business Development from the National Association for the Advancement of Colored People (NAACP).



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