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Chas Hermann Named Chief Brand Officer at Noodles & Company

Hermann's strength in innovating Fortune 500 companies to guide Noodles & Company strategic brand roadmap

BROOMFIELD, Colo., March 01, 2018 (GLOBE NEWSWIRE) -- Noodles & Company (NASDAQ:NDLS) today announced that Chas Hermann has been named Chief Brand Officer, effective March 5, 2018. Hermann's responsibilities will include developing and executing the company's marketing, menu, and culinary strategy. He will report directly to Chief Executive Officer Dave Boennighausen.

"I am delighted to welcome Chas Hermann to the Noodles team," said Boennighausen. "His vast experience and track record leading brand strategy across a wide variety of different growth companies coupled with his alignment to our strong core values will be a great asset as we continue to execute on our strategy to become one of the leaders in the fast casual restaurant landscape."

Hermann is an experienced marketing leader with a 25 year history of connecting story-telling creative brand strategy with marketing promotion, culinary and product development, and financial strategy. Most recently, Hermann was the principal at Chas Hermann Consulting where he partnered with executives and leadership teams to focus organizations on key business strategies that position products, services, and operations to build brands and deliver profitable growth. Among the companies he worked with were Papa Murphy's, Del Taco, and Redbox.

Prior to his consulting role, Hermann held marketing, merchandising, and financial leadership positions at several Fortune 500 companies, including Starbucks, The Walt Disney Company, and Universal Orlando Resort.

"Noodles & Company is a uniquely positioned brand that I have long admired," said Hermann. "I am thrilled to join the company at such a special time. The company's brand culture of passion and purpose creates great guest experiences and great tasting food that will lead the brand to major growth ahead."

About Noodles & Company

Noodles & Company is a fast-casual restaurant chain where its globally inspired dishes come together to create a World Kitchen. Recognized previously by Parents magazine as a Top Family Friendly Restaurant and by Health magazine as one of America's Healthiest Fast Food Restaurants, Noodles & Company is a restaurant where Japanese Pan Noodles rest comfortably next to Penne Rosa and Wisconsin Mac & Cheese, but where world flavors don't end at just noodles. Inspired by some of the world's most celebrated flavor combinations, Noodles & Company's menu offers soups, salads and shareables. Noodles & Company makes everything fresh to order, just as you like it, using quality ingredients. Servers deliver dishes to the table, allowing guests to sit and relax or grab a quick bite. With more than 400 locations nationwide, from California to Connecticut, guests can find a location near them and tour the global menu by visiting www.noodles.com.

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