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### ***Fred Minnick to help with QSR Magazine's online efforts***

**DURHAM, N.C. — Feb. 1, 2007** — *QSR* magazine, a publication for executives and operators in the foodservice industry, announced the addition of “Online Only” content on its web site [www.qsrmagazine.com](http://www.qsrmagazine.com). Along with this announcement *QSR* also welcomes the former editor of *Fast Casual* magazine, Fred Minnick, to its list of contributors. Specifically, Minnick has been brought on to assist with the new [QSRmagazine.com](http://QSRmagazine.com) editorial content.

Most recently Minnick was editor of *Fast Casual* magazine, and [QSRweb.com](http://QSRweb.com), competitors of *QSR* magazine. Minnick has a long track record of covering the restaurant industry, with such stories to his credit as Raving Brand's lawsuits, Quiznos terminating franchise agreements, Wendy's sale of Baja Fresh, Focus Brands purchase of Schlotzsky's, and Spicy Pickle's initial public offering. He has also written about marketing trends, and operations.

“Fred and his contacts within the industry will be great assets to us as we expand our coverage on [QSRmagazine.com](http://QSRmagazine.com),” said Sherri Daye Scott, editor of *QSR* magazine. “Our online content will continue to grow in 2007, and Fred will play a major role in helping to make that happen.”

[QSRMagazine.com](http://QSRMagazine.com) is continuing to grow in the hot market of B2B online news. The print magazine maintains a controlled subscriber base of 30,000 restaurant industry executives and operators, making *QSR* the strongest player its market.

“Our web site garners a lot of attention within the industry because our print product is so strong,” said Scott. “As we increase our [QSRmagazine.com](http://QSRmagazine.com) news and information offerings, such as webcasting and e-mail newsletters, our restaurant industry coverage will continue to be hard to match.”

## **QSR Magazine**

*QSR* magazine and its web site [QSRmagazine.com](http://QSRmagazine.com) are the leading sources of news and information about the \$180+ billion quick-service industry. For more than 10 years, *QSR* has defined this market, which includes traditional fast food, fast-casual dining, coffee, snacks, full-service takeaway, concessions, convenience stores, and related segments of the foodservice industry. It is the magazine's brand mission to report and analyze current trends in the restaurant industry, work to enhance the positive impact of diversity on this market, and improve the quick-service restaurant industry as a whole.

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**For more information on the QSR Magazine:** <http://www.qsrmagazine.com>