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The Friendly Toast names new CEO and vice president of culinary operations

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Portsmouth, NH The Friendly Toast, one of New England's most popular all-day brunch and bar spot, recently promoted two of its key employees to help support the continued growth of the indie restaurant group. Staci Pinard, who has worked at The Friendly Toast for 10 years serving in multiple roles within all facets of the restaurant and business, was promoted from vice president of restaurant operations to CEO. Additionally, culinary specialist Justin Fischer, who has worked at The Friendly Toast for over two years and has significant experience across multiple regional and national restaurants, was promoted from director of culinary operations to vice president of culinary operations.

"We are proud to be promoting Staci and Justin following their years of hard work and commitment to making The Friendly Toast a premier destination for dining in New England," said Eric Goodwin, co-owner, The Friendly Toast. "Staci has been a driving force in expanding our footprint across the region, while Justin has ensured our menu remains creative and chefs are committed to making our dishes from scratch using the freshest ingredients. Staci and Justin are a power-duo and we're confident these new roles will enable them to showcase their skills to the benefit of employees and customers."

Pinard kicked off her career at The Friendly Toast as general manager of the Cambridge location in 2014. Following this, she held roles as general manager of the Back Bay location, director of operations and vice president of restaurant operations, where she helped to open new The Friendly Toast locations. In her previous role, Pinard was also responsible for overseeing all aspects of The Friendly Toast's innovative business and operations, including managing finances, menu development and staffing.

In her new position as CEO, Pinard manages various operations within The Friendly Toast, including the general management team, culinary department, human resources, purchasing, marketing, training and more. She will also continue to support The Friendly Toast's hiring process and maintain the organization's positive company culture.

"I am thrilled to transition to my new role of CEO of The Friendly Toast – a place I have called home for ten years now," said Pinard, CEO, The Friendly Toast. "I couldn't have achieved this career milestone without the support of the entire team. I am extremely proud of the many team members who remain committed to our core values and strive to consistently improve our restaurants. It has been a pleasure to work in the brunch space over the past decade, as well as spread the energetic

and funky atmosphere of The Friendly Toast to communities across New England.”

Before joining The Friendly Toast team, Fischer was a chef at multiple multi-unit restaurants around the Boston area, where he gained experience in restaurant technology as well as allergen-friendly menus. He started his career at The Friendly Toast in 2021, where he assisted in opening five new locations, hiring two regional chefs and building out the staff at each The Friendly Toast location. In Fischer’s previous role as director of culinary operations, he reimagined The Friendly Toast’s food and drink menus, ensured dishes were expertly and consistently prepared, assisted in opening new restaurants and staff management.

In Fischer’s new position as vice president of culinary operations, he will continue to craft innovative dishes for the menu and lead culinary staff, in addition to conducting hands-on training and managing the needs of The Friendly Toast’s 12 locations throughout the region.

“I’ve had a front-row seat as we have grown The Friendly Toast these past two years, reaching more customers with our unique dishes cooked to perfection and new flavors within every bite,” said Fischer, vice president of culinary operations, The Friendly Toast. “I look forward to continuing to develop innovative dishes that are consistent with The Friendly Toast’s distinctive flair and high-quality reputation. As I continue to work closely with our regional chefs and kitchen staff, I’m excited to find new ways to boost efficiency and infuse creativity into our monthly specials and our food and drink menus.”

Recently, Fisher guided the restaurant’s new menu launch, which features nearly 75 fresh breakfast and lunch options made in its scratch kitchen, including several gluten-free, vegetarian and vegan dishes, and most recently, 100% peanut- and tree nut-free options across its 12 locations. The Friendly Toast also debuted an updated bar menu, which includes mimosa and bloody mary flights, as well as several cocktail creations made with a wide variety of ingredients and flavors, such as the house-infused Chai vodka, a Mango Marg-Mosa, Raspberry Lemon Drop Martini and Maple Bourbon Cold Brew.

“The Friendly Toast is dedicated to providing top-notch service and delicious, one-of-a-kind dishes to every visitor,” said Scott Pulver, co-owner, The Friendly Toast. “Staci and Justin are well-suited to carry on this tradition as we continue to open new locations across New England.”

Earlier this year, The Friendly Toast opened its newest location in Nashua, New Hampshire, marking the restaurant group’s third location in the Granite State and 12th location overall. In addition to its New Hampshire restaurants, The Friendly Toast operates nine locations in Massachusetts, one location in Burlington, Vermont, and one location in Portland, Maine. The Friendly Toast aims to continue its growth across New England, with plans to open a restaurant in Salem, New Hampshire in late August and a restaurant in Concord, New Hampshire by early 2025.

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