



Bloomin' Brands Promotes Danielle Vona to Executive Leadership Team

June 1, 2021

TAMPA, Fla.--(BUSINESS WIRE)--Jun. 1, 2021-- Bloomin' Brands, Inc. (Nasdaq:BLMN) today announced the promotion of Danielle Vona to Senior Vice President, Chief Marketing Officer (CMO) for Bloomin' Brands. She will also join the Executive Leadership Team. As CMO, Vona will oversee marketing from brand strategy to implementation. She will guide a team responsible for consumer insights, brand marketing, food and beverage development and field marketing.

Vona previously held senior marketing positions at PepsiCo and Sonic. She returned to Bloomin' Brands in 2019 as CMO for Outback Steakhouse; she earlier held the same position at Carrabba's Italian Grill.

"Danielle has been instrumental in the evolution of our marketing strategy, helping us shift to a more effective digital approach," said David Deno, Chief Executive Officer of Bloomin' Brands. "Her consumer-centric expertise will bring renewed insight to the executive team."

About Bloomin' Brands, Inc.

Bloomin' Brands, Inc. is one of the largest casual dining restaurant companies in the world with a portfolio of leading, differentiated restaurant concepts. The Company has four founder-inspired brands: Outback Steakhouse, Carrabba's Italian Grill, Bonafish Grill and Fleming's Prime Steakhouse and Wine Bar. The Company owns and operates more than 1,450 restaurants in 47 states, Guam and 20 countries, some of which are franchise locations. For more information, please visit [bloominbrands.com](https://www.bloominbrands.com).

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