

AFC ENTERPRISES INC

FORM 8-K

(Current report filing)

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Address	5555 GLENRIDGE CONNECTOR, NE, SUITE 300 ATLANTA, GA 30342
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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of report (Date of earliest event reported) February 6, 2008

AFC Enterprises, Inc.

(Exact Name of Registrant as Specified in Charter)

Minnesota

(State or Other Jurisdiction of Incorporation)

000-32369

(Commission File Number)

58-2016606

(IRS Employer Identification No.)

**5555 Glenridge Connector, NE, Suite 300,
Atlanta, Georgia**

(Address of Principal Executive Offices)

30342

(Zip Code)

(404) 459-4450

(Registrant's Telephone Number, Including Area Code)

Not applicable

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01. Other Events.

On February 6, 2008, AFC Enterprises, Inc. announced the appointments of Richard Lynch as Chief Marketing Officer, effective March 1, 2008 and Ralph Bower as Chief Operations Officer of its Popeyes brand, effective immediately.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

99.1 Press Release dated February 6, 2008 regarding appointment of Richard Lynch and Ralph Bower.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AFC Enterprises, Inc.

Date: February 6, 2008

By: /s/ Harold M. Cohen
Harold M. Cohen
Senior Vice President, General Counsel and
Corporate Secretary



**AFC ENTERPRISES, INC. ANNOUNCES APPOINTMENTS OF RICHARD LYNCH
AND RALPH BOWER TO POPEYES LEADERSHIP TEAM**

The Company names Lynch Chief Marketing Officer and Bower Chief Operations Officer

Atlanta, Georgia, February 6, 2008 – AFC Enterprises, Inc. (NASDAQ: AFCE), the franchisor and operator of Popeyes® Chicken & Biscuits, today announced the appointments of Richard Lynch as Chief Marketing Officer, effective March 1, 2008 and Ralph Bower as Chief Operations Officer of its Popeyes brand, effective immediately.

“Dick and Ralph are ideally suited to help accelerate the performance of Popeyes. Both are highly regarded leaders in their area of expertise and bring an impressive record of accomplishment to our Leadership Team,” said Cheryl Bachelder, AFC Enterprises CEO. “Serving as interim CMO for the last few months, Dick has already had a significant influence on our brand strategy. Ralph is an experienced operator in the chicken QSR and franchise industries that will quickly impact our restaurant operations. I am very excited to welcome them both to the Popeyes team.”

Mr. Lynch, age 53, will join AFC as CMO following his consultancy as interim CMO and after an impressive career in brand consulting and consumer strategy. He served as principal of GO LLC, a marketing consulting firm specializing in restaurant and food retail from 2003 to 2008, where he developed brand strategy and innovation plans for concepts including Burger King, Ruby Tuesday, and Buffalo Wild Wings. His experience extends beyond restaurant and food retail to include global branding strategy for such companies as IMG, the world’s largest sports marketing firm.

From 1982 to 2003, Mr. Lynch served as executive vice president at Campbell Mithun Advertising where he led the development of brand architecture and positioning for brands such as Domino’s Pizza, Martha Stewart Everyday and Betty Crocker. He also held key creative roles from 1978 to 1982 with Tracy-Locke Advertising in Dallas, TX and Ketchum Communications in San Francisco, CA.

Mr. Lynch holds a Bachelor’s of Science degree in Business Administration from the University of Wisconsin at Milwaukee.

Mr. Bower, age 45, joins AFC with extensive experience in general management and operations in the retail food service industry. Most recently, he was the KFC operations leader responsible for more than 900 KFC franchised restaurants in the western United States. Prior to this position, he led KFC company operations in Pennsylvania, New Jersey, and Delaware. He also directed the guest satisfaction function for all Yum Brands restaurants. Before joining Yum Brands in 2002, he was employed by Western Ohio Pizza, a franchisee of Domino's Pizza, overseeing operations in Dayton, OH and Indianapolis, IN. He began his restaurant career with the second largest Domino's franchise organization, Team Washington, where he was a regional supervisor. In each of these roles he has demonstrated exceptional leadership and performance results in the restaurant industry.

Prior to his restaurant experience, Mr. Bower served as an officer in the United States Navy. He holds a Bachelor's of Science degree in English from the United States Naval Academy.

Corporate Profile

AFC Enterprises, Inc. is the franchisor and operator of Popeyes® Chicken & Biscuits, the world's second-largest quick-service chicken concept. As of October 7, 2007, Popeyes had 1,881 restaurants in the United States, Puerto Rico, Guam and 24 foreign countries. AFC has a primary objective to be the world's Franchisor of Choice® by offering investment opportunities in its Popeyes Chicken & Biscuits brand and providing exceptional franchisee support systems and services. AFC Enterprises can be found at www.afce.com.

AFC Contact Information

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