

Beef 'O' Brady's Renews the Rivalry

May 11, 2011 - TAMPA, FL – Beef 'O' Brady's, the 220-unit franchise of family sports restaurants, is renewing a classic rivalry this spring, and they're asking their customers to determine the outcome. From May 9, 2011 through June 5, 2011, Beef 'O' Brady's locations will launch "Burgers vs. Wings: the Rematch." Their promotion encourages fans to choose their favorite, either New Fresh Black Angus Burgers or Beef's Legendary Wings.

The contest, gives Beef 'O' Brady's customers a chance to vote for either burgers or wings. Voting customers can visit BeefOBradys.com and will receive \$5 off their next purchase of \$25 or more.

"We're anticipating huge 'voter turnout' and lots of excitement at Beef 'O' Brady's locations," said Chris Elliott, CEO of Beef 'O' Brady's. "Our customers love our wings and burgers so much that picking a winner is a difficult decision. We've made it even more difficult this year by introducing our new fresh Black Angus burgers and dry rubs."

The new fresh Black Angus burgers have more flavor and tenderness and are served on toasted brioche buns. Burger fans can choose from a variety of burger offerings, including the new and unbelievable OMG Burger, which has 12 ounces of fresh Black Angus, four pieces of thick hickory smoked bacon and America cheese. Wing lovers, who already have 11 different sauces to choose from, have something new to cheer about – two delicious dry rubs that pack huge flavor. The dry rubs include lemon pepper and Paul Prudhomme's® Blackened Seasoning. Great new flavors and no sauce under your nails!

Also new at Beef 'O' Brady's is the Spicy Buffalo Chicken Dip, a combination of all-white meat chicken mixed with spicy buffalo sauce and creamy ranch dressing served with pub chips. Our new dip is great for sharing with friends while you wait on the burgers and wings.

Last year's contest resulted in more than 99,000 votes and drove burgers and wing lovers to Beef 'O' Brady's locations nationwide. Last year, wings were the victor, but it's a new year and the new fresh Black Angus burgers are loaded!

To participate in Burgers vs. Wings: the Rematch, visit your local Beef 'O' Brady's (www.beefobradys.com) restaurant, and make your voice heard for burgers or wings.

ABOUT BEEF 'O' BRADY'S

Beef 'O' Brady's is a national franchise of family sports pubs that achieves its success by building relationships with the local schools, youth sports leagues, and other community organizations in each and every Beef 'O' Brady's neighborhood market. The "kid appeal" of this unique concept is reinforced by a very moderately priced kids menu and video games. Ironically, despite what the name implies, Beef 'O' Brady's is actually best known for its Buffalo-style chicken wings. The company, headquartered in Tampa, Fla. has more than 220 locations in 21 states. Visit www.beefobradys.com for more information.