

Beef ‘O’ Brady’s Redesigns with Fresh Look

Franchise of Family Sports Pubs & Restaurants Launches New Prototype



03.04.2011– Beef ‘O’ Brady’s, the franchise of family sports pubs & restaurants best known for its great food, energetic atmosphere and the ties it builds its communities, is launching a new prototype, thus adding new colors and design elements to refresh the restaurant’s appeal while catering to a wider array of casual diners.

The new prototype, dubbed “Beef’s 2.0,” will roll out nationwide with its official debut in Elizabethtown, Tenn., in March with a second unit expected to be unveiled in Jackson, TX. in April. Each “refreshed” restaurant will retain the original look and feel of Beef ‘O’ Brady’s, but presents a more contemporary setting for its regular patrons of families and sports enthusiasts. Individuals have the opportunity to take a [virtual walkthrough](#) of the new prototype online.

“We anticipate the new model to build on the energetic atmosphere present at each Beef ‘O’ Brady’s location while contributing to a more enjoyable and accommodating experience for our customers,” said Chris Elliott, CEO of Beef ‘O’ Brady’s. “Beef’s 2.0’ will better demonstrate our core strengths to a broader consumer base.”

In late February, Beef ‘O’ Brady’s announced several new initiatives including a re-engineered menu with a major emphasis on quality, variety and value. The franchise’s lunchtime menu also attained a new look in recent weeks and is aimed to help busy customers on their lunch hour get a quick bite to eat without breaking the bank.

“Our redesigned prototype and new lunchtime menu will offer casual diners and loyal fans of Beef’s something new to look forward to,” said James Walker, Chief Development Officer of Beef ‘O’ Brady’s. “Our intention is to exemplify what is already fantastic about the Beef ‘O’ Brady’s brand while updating the restaurants overall aesthetic.”

Beef ‘O’ Brady’s, which has grown to more than 220 locations in 21 states, expects to open

between 15 and 20 new locations this year, all of which will include elements of the new prototype.

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.