

Beef 'O' Brady's Reinvents the Lunch Hour

Franchise of Family Sports Pubs & Restaurants Introduces New Lunchtime Menu with Renowned Focus on Quality, Speed and Value

05.09.2011— TAMPA, FL – If you are looking for taste, great service and real value for lunch, there is a new option to try. Beef 'O' Brady's, the 220-unit franchise of family sports pubs & restaurants, is introducing a new "Lunchtime at Beef's" menu system-wide on May 9, 2011. The new lunch menu was designed to ensure busy customers get in and out fast without compromising variety, quality or value. The new menu is offered from 11:00 a.m. – 3:00 p.m. and prices start at just \$4.99.

Notable "Lunchtime at Beef's" menu items include ½ sandwiches with salad or soup options, new O' Brady Bowls, New Beef's Lunch Combos that feature our Fresh Angus Burger and Turkey Bacon Brioche Sandwich. Combo Meals include fries and a soft drink or tea. The average speed of service is around 10 minutes, thus making ample time for those on their lunch break to enjoy a quality meal.

"We recognized the opportunity to build our lunch traffic by zeroing in on what lunch customers want; quality, value and speed of service. This new menu helps us deliver on those expectations," said Chris Elliott, CEO of Beef 'O' Brady's. "Customers can come in and enjoy a quality meal knowing they can be served quickly and get back to their office within their lunch hour."

Beef 'O' Brady's began testing the re-engineered lunchtime menu in select markets in January 2011 and received overwhelmingly positive feedback.

The new "Lunchtime at Beef's" menu goes hand-in-hand with Our Menu Evolution Initiative. Phase 1 of the Menu Evolution rolled out in January featuring 10 new dishes including new additions like St. Louis-Style ribs with Sweet Baby Ray's® barbeque sauce, Grilled Shrimp available as a main dish or on a salad, a Build Your Own Burger option, affordable mix-and-match dessert combinations and much more! The New Menu has been enthusiastically received by customers but Beef's Award Winning Buffalo Chicken Wings continue to be the customer favorite.

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.