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Beef O' Brady's Celebrates Bloomingdale Square Opening

The model features a horseshoe bar with 20 beers on tap, an outdoor patio space and new kitchen innovations.

By [D'Ann Lawrence White, Patch Staff](#)

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The model features a horseshoe bar with 20 beers on tap, an outdoor patio space and new kitchen innovations. (Beef O' Brady's)

BRANDON, FL — A new [Beef O' Brady's](#) opens its doors in Brandon Monday at Bloomingdale Square, joining several other new restaurants and a new Publix supermarket in the newly renovated shopping center at 889 E. Bloomingdale Ave.

This new corporate-owned, 4,000-square-foot restaurant will serve as the new prototype model for the more than 150 restaurants in the Tampa-based franchise company and give the corporate

team a fresh location to show off to prospective franchisees looking to potentially join the growing company.

The model features a horseshoe bar with 20 beers on tap, an outdoor patio space and new kitchen innovations.

As Beef 'O' Brady's comes off its 35th anniversary, the company, started by Brandon resident Jim Mellody, has enjoyed sales increases year over year since 2009.

Tampa-based [Beef 'O' Brady's](#) CEO Chris Elliott said the new Brandon restaurant will be the model for all restaurants that franchisees and corporate open across the U.S. moving forward.

"Beef O Brady's is very proud of our Brandon roots that go back 35 years," Elliott said. "It is exciting to open a new prototype restaurant in the market where it all began. Not only are we looking forward to providing a great Beef O Brady's experience for the Bloomingdale area, but this new prototype also provides us the blueprint for what all new Beef 'O' Brady's restaurants will look and feel like in the future.

As always, said Elliott, the focus is to provide a place for families and friends to gather, socialize and celebrate.

"Our new prototype model offers a comfortable atmosphere and great aesthetics to go along with our award-winning wings, value-oriented menu and great service," he said. "We have a beautiful bar area with outdoor seating for socializing. It's a great spot for families and friends to gather after the game or to watch their favorite team. We incorporated everything we have learned over the last 35 years to ensure our guests have a great overall experience and our company has a path for future growth."

To celebrate, Beef O' Brady's will host ["Five Days of Festivities"](#) from Tuesday, March 10 to Saturday, March 14 including:

Tuesday, March 10

- Prizes for first the 50 kids, plus register to win a new bike

Wednesday, March 11

- Happy hour all day
- \$10 gift card giveaways at the top of every hour

Thursday, March 12

- 4 p.m. ribbon-cutting ceremony
- 1 p.m. \$50 Lunch for You & Your Friends drawing

Friday, March 13

- \$5.99 build your own burger
- Prize giveaways at the top of every hour 5 p.m.-7 p.m. and 25 percent off for teachers

Saturday, March 14

- 25 wings and fries for \$20
- Prize giveaways at the top of every hour
- 99-cent kids' meals
- Family Fun Day 11 a.m.-7 p.m. with face painting and balloon artist

GRAND OPENING



TUESDAY, 3/10

- Prizes for First 50 Kids, Plus Register to Win a New Bike

WEDNESDAY, 3/11

- Happy Hour All Day
- \$10 Gift Card Giveaways at the Top of Every Hour

THURSDAY, 3/12

- 4PM Ribbon Cutting Ceremony
- Win a \$50 Lunch for You & Your Friends - 1PM Drawing
- Win a \$100 Party for You & Your Friends - 7PM Drawing

FRIDAY, 3/13

- \$5.99 Build Your Own Burger
- Prize Giveaways at the Top of Every Hour
- 5PM - 7PM 25% Off for Teachers

SATURDAY, 3/14

- 25 Wings & Fries for \$20
- Prize Giveaways at the Top of Every Hour
- 99¢ Kids Meals
- Family Fun Day 11AM - 7PM
 - Face Painting
 - Balloon Artist



Beef 'O' Brady's menu features award-winning wings, fresh Angus burgers, crisp salads, pizza and flatbreads, along with a kids' menu and a full bar for the adults.

From its beginning, Beef 'O' Brady's has been dedicated to community involvement through ongoing partnerships with local schools, youth sports leagues and other community groups.

Beef 'O' Brady's currently operates 150 locations in 23 states.