



**For Immediate Release**

**Contact: Julie Davis  
615-443-9266**

## **LOGAN'S ROADHOUSE® MENU WINS PRESTIGIOUS INDUSTRY AWARD**

*"Best Menu Revamp" honor goes to growing regional concept*

NASHVILLE, Tenn. (April 19, 2005) – Logan's Roadhouse® will be front and center when the MenuMasters Award for "Best Menu Revamp" is presented on May 21, 2005 at a ceremony in Chicago. Logan's Roadhouse is receiving this award for the extremely successful menu revamp in 2004 which had a significant impact on positioning the company within the highly competitive casual dining segment. Winning a MenuMasters Award is considered to be a top honor among restaurateurs; the annual competition is sponsored by the industry publication *Nation's Restaurant News*.

"The menu revamp was part of our strategic decision to focus on the food, and to create new items that are fast, flavorful, and fun!" said Logan's President and Chief Operating Officer Tom Vogel. "This award recognizes the hard work and great accomplishments of our new product development team in focusing on creating new menu items that are both high in quality and high in flavor."

The menu revamp was led by Vice President of Menu and Culinary Innovation Stephen Anderson, who joined Logan's in October 2003 as the growing concept's first full-time food and beverage professional. He immediately analyzed the menu to determine what new products were needed to meet guest expectations and to compete effectively. Some of the popular offerings he and his team have introduced include the Smokin' Hot Grilled Wings, Lightnin' Hot Shrimp Bucket, San Antonio Chicken Wraps appetizers, and the Southern Fried Catfish and the Filet & Grilled Shrimp Combo entrées. "This award recognizes our entire company and the hard work of each and every employee in helping to make the changes this menu required," said Anderson. "The way our Operations team partnered with the research and development people was remarkable and definitely paved the way for this success."

The menu changes were dramatic, according to Anderson. In a two-phase process, Logan's introduced or improved 24 menu items, or 36% of the entire menu. The most dramatic changes were in the appetizer category where 75% of the appetizers were either new or improved. Many of the menu items took only four months to develop, although some required several stages of improvement and took up to 12 months. The result has been to broaden the appeal of the Logan's concept with the introduction of several new seafood items, while still offering affordable, high-quality steaks.

Logan's Roadhouse offers a laid-back, fun, and "kickin'" atmosphere. The concept is modeled after 1940s and 1950s roadhouses, with rough-sawn cedar wood siding. Logan's trademark complimentary buckets of peanuts are at each table and tossing the shells on the floor is expected. Logan's is known for great steaks; the beef is hand-cut on premises from fresh certified USDA Midwestern, corn-fed cattle and a signature item is the 9-ounce choice sirloin. The menu, with over 30 entrees, also features baby back ribs, mesquite-grilled chicken, seafood items, and salads. Appetizers include San Antonio Chicken Wraps and the Lightnin' Hot Shrimp Bucket with the shrimp cooked fresh in the restaurant. Complimentary yeast rolls are made from scratch throughout the day. Logan's Roadhouse restaurants also have a full service bar that offers many drink selections, including "longnecks" and a variety of other beers and signature Roadhouse Teas.

Headquartered in Nashville, Tennessee, Logan's Roadhouse, Inc. presently runs 123 company-operated and 22 franchised Logan's Roadhouse restaurants in 18 states. Logan's Roadhouse, Inc. is a wholly owned subsidiary of the publicly held CBRL Group, Inc. (Nasdaq: CBRL).

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