

Bonefish Grill Receives MenuMasters Award from Nation's Restaurant News

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The fresh fish experts at Bonefish Grill have been awarded the 2015 **MenuMasters Award** by *Nation's Restaurant News (NRN)* in the category of Best Menu Revamp. The restaurant industry's leading publication gave this award to Bonefish Grill in recognition of the innovative, guest-inspired menu that the restaurant debuted in July, 2014. The revamped menu added more than 35 new items to complement Bonefish Grill's classic favorites.

NRN's annual *MenuMasters Awards* identify and recognize research and development executives and their respective companies for outstanding dedication and achievement in product introductions that set new standards in the industry based on menu innovation, unique use of ingredients, unusual cooking methods and menu extensions. The new Bonefish Grill menu added categories that were new to the restaurant, including Steaks and Chops, Bowls, Signature Sauces and Deluxe Sides.

"This recognition celebrates the innovative and creative culture that is the centerpiece of the Bonefish Grill experience, and we are honored to have been selected as a recipient," says Bonefish Grill president Gregg Scarlett. Since its inception, Bonefish Grill has been known for its variety of innovative dishes and specials, from seafood to meat selections, featuring seasonal choices, the highest quality fresh ingredients and offerings that also take value into account.

Items on the winning menu include bowls delivering bold flavor, using fresh vegetables that combine Asian and Mediterranean inspired tastes like the Spicy Tuna Bowl, with premium sushi grade, sesame-seared rare tuna, and the traditionally-prepared **Shrimp Pad Thai Bowl**. Wood-Grilled steak specialties include a savory **13 oz. USDA Choice Rib-Eye**, with **White Truffle Butter** or choice of other signature steak sauces **Asian Peppercorn Demi-Glace**, **Porcini Sage Butter** and **Creamy Mushroom and Bacon Sauce**. Deluxe Sides to complement wood-grilled selections and entrées include **Crab Fried Rice** and **Porcini Mushroom Ravioli**.

"We believe that this award is restaurant industry applause for our constant efforts to push the envelope," said Scarlett. "The key to our success has been consistency and a strong commitment to excellence at every level, and we are thrilled to receive this recognition."

For Bonefish Grill's latest innovation, their chef-inspired **Fire + Ice** spring menu debuting nationwide on March 23, brings sensations to life with the incredible juxtapositions of flavors + textures and spicy + nice. Dishes include a **Shrimp + Scallop Firepot** with rustic vegetables and Yukon gold potatoes, and **Oscar Turbot** from Greenland – the land of fire and ice – sautéed piccata-style and topped with jumbo lump crab meat and asparagus.

Available at all Bonefish Grill restaurants nationwide, the award-winning menu was inspired by Bonefish Grill guests. In addition to grassroots conversations with guests, Bonefish Grill held taste tests and focus groups to build the new menu, and then tested it in restaurants to gain even more customer feedback, before it was introduced.