

# Bonefish Grill Debuts a New Excursion into TV Advertising

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### ***Fresh Fish Experts Feature Actual “Angler” Staff in :30 Second Spots***

TAMPA, Fla. (April 11, 2016) — The fresh fish experts at Bonefish Grill will reel in television viewers with the restaurant’s first television commercial in over seven years. The new commercial follows actual Bonefish Grill Anglers, their staff moniker, as they create and communicate the polished casual Bonefish Grill experience to guests. Airing in limited markets starting on April 11<sup>th</sup>, the :30-second ads convey an image of hand-cut fresh fish and hand-crafted cocktails one would expect of an independent restaurant, with the expertise and attentive, personalized service guests have come to look forward to at Bonefish Grill.

“Bonefish Grill was founded on the belief that a great meal is more than just food on a plate,” said Patty Treviño, CMO of Bonefish Grill. “From our hand-cut fresh fish to hand-crafted cocktails to our personalized Angler service, this was the inspiration for our campaign.”

The :30 spots were created by Pitch, the full-service ad agency based in Los Angeles, whose creative challenge was to use restaurant team members to showcase Bonefish Grill’s unique “chef’s coat service,” daily-cut fresh fish and hand-crafted cocktails. The commercials will air in markets including Tampa, Orlando, West Palm Beach, Ft. Myers, Jacksonville, Philadelphia, Raleigh, Denver, Baltimore, Cincinnati, Mobile-Pensacola, Myrtle Beach and Norfolk.

“The new campaign was inspired by Bonefish Grill’s matchless passion for fresh fish and commitment to creating a one-of-a-kind polished experience for guests,” said Rachel Spiegelman, President of Pitch. “The commercial also captures the brand’s authenticity through a “documentary-style” production approach, which feels true to the voice of the brand.”

Bonefish Grill is proud to feature its Anglers in the spots, showcasing their dedication and passion to the brand and fish expertise. The commercial was shot at the Bonefish Grill in Valencia, CA and depicts the guest experience through the eyes of its highly-trained staff.

### **About Bonefish Grill**

Bonefish Grill specializes in market-fresh fish from around the world, savory wood-grilled specialties and hand-crafted cocktails. Guests receive “chef’s coat service” and are guided through an innovative, seasonal menu and specials featuring the highest-quality and fresh ingredients. The Bonefish experience is based on the premise of simplicity, consistency and a strong commitment to being incredible at every level. Bonefish Grill is a Consumer Picks Best Seafood Award Winner, recipient of a 2015 MenuMasters Award by Nation’s Restaurant News, and the 2016 Technomic Consumers’ Choice Awards food quality winner. For more information, visit [www.bonefishgrill.com](http://www.bonefishgrill.com), facebook.com/BonefishGrill, follow on Twitter @bonefishgrill and on Instagram @bonefishgrill.