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CHEESEBURGER IN PARADISE DEBUTS NEW MENU

Houston, TX – September 19, 2013 – [Cheeseburger in Paradise](#), the 10-year-old, tropical bar and grill chain, has introduced a major menu revision in collaboration with parent company, [Luby's, Inc.](#) The rollout began in mid-summer with test marketing at its Secaucus, NJ and Indianapolis, IN locations. The result is an offering of 50 items, which encompass both brand new dishes and reinvented favorites, crafted by Cheeseburger in Paradise Executive Chef Andrew Larue.

According to Peter Tropoli, Luby's Chief Operating Officer, "With enhanced ingredients and offerings, our goal is to build on the festive atmosphere, delicious burgers and cool cocktails that the brand has become known for. We look forward to ongoing feedback from our customers that will continue to guide the taste of Cheeseburger in Paradise."

This culinary calypso is intended to bring diners more of what they love with a boat full of coastal and beach-inspired items. It also welcomes two key burger upgrades: fresh and never frozen, 100% USDA premium-cut beef with no fillers or additives, plus buns that are baked from scratch on-site throughout the day to achieve the perfect combination of crisp crust and melt-in-your-mouth texture.

Sliders, sweet potato chips and loaded nachos return by popular demand, while additions include Volcano Nachos served with BBQ pulled pork or BBQ pulled chicken for \$9.99, Shrimp Po'Boy served with a choice of side for \$10.99, Island Scampi Pasta with veggies for \$9.99 (chicken and blackened shrimp add on options available), Malibu Salad with applewood smoked bacon for \$8.99 and Hawaiian Delight, a house-made coconut and pineapple pie, for \$4.99. Burger bonuses range from the Three Little Piggies with a bacon-infused patty topped with BBQ pulled pork for \$12.49 and Peanut Monsoon with Thai peanut and sweet chili sauces for \$10.49 to the 12-ounce Big Kahuna for \$12.99 and bourbon-glazed Moonshiner for \$10.49. The Cheeseburger in Paradise house special showcases slow-cooked, pulled pork topped with Frickles and horseradish sauce for \$13.99.

For more information about Cheeseburger in Paradise, visit www.cheeseburgerinparadise.com or follow us on Facebook: [cheeseburgerinparadise](#) and Twitter: [cometoparadise](#).

About Luby's Inc.

Luby's, Inc. operates restaurants under the brands Luby's Cafeteria, Fuddruckers and Cheeseburger in Paradise and provides food service management through its Luby's Culinary Services division. The company-operated restaurants include 92 Luby's cafeterias, 63 Fuddruckers restaurants, 23 Cheeseburger in Paradise full service restaurants and bars, two Koo Koo Roo Chicken Bistros, and one Bob Luby's Seafood Grill. Its 93 Luby's cafeterias are located throughout Texas and other states. Its Fuddruckers restaurants include 63 company-operated locations and 116 franchises across the United States (including Puerto Rico), Canada, and Mexico. Luby's Culinary Services provides food service management to 18 sites consisting of healthcare, higher education and corporate dining locations.

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