



**FOR IMMEDIATE RELEASE**

**CHEESEBURGER IN PARADISE INVITES DINERS TO PLAY CHEF THIS SUMMER WITH BURGER RECIPE AND COCKTAIL PAIRING CONTEST**

**Houston, TX – May 3, 2013** – [Cheeseburger in Paradise](#), the 10-year-old, tropical bar and grill chain, is calling backyard chefs and weekend mixologists to build, pair and win big this summer during the [“Burger Up and Get Your Drink On”](#) promotion, which began on May 1. Submit your favorite burger recipe and companion [cocktail](#) entry for your chance to win the grand prize.

Come in for lunch or dinner and find your inspiration from a selection of All-American burgers like the Good Egg or Bacon Cheddar and specialty drinks, including the Tito’s Watermelon Lemonade or the Apple Pie Shake. The grand prize winner will celebrate for a full year starting with a Cheeseburger in Paradise party for 20 at the location of their choice, plus \$100 a month in CIP gift cards and the opportunity for their burger creation to be featured on the menu. Submissions are due by June 14, 2013.

And everyone who enters is a winner three times over. Start the fun at a restaurant near you by scanning the QR code off a coaster and downloading the interactive app with entry form, and you’ll enjoy a coupon for a complimentary appetizer up to \$8.99 in value. Score again when you enter your recipe and receive a coupon for a complimentary order of Frickles (limit one per email address). In July, app users will be notified when they can sample from the first round of selections and will earn another coupon for a free order of Frickles (limit one per table) with a featured burger purchase.

From July 1 through 21, all 23 Cheeseburger in Paradise restaurants will each showcase three semi-finalist burger and cocktail pairings per location on the menu, and diners can cast their ballots for their favorite. On July 22, the top scoring burger from each site will head to national judging with a decision slated for announcement on August 5, 2013.

For more information about Cheeseburger in Paradise, visit [www.cheeseburgerinparadise.com](http://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 93 Luby’s cafeterias, 65 Fuddruckers restaurants, 23 Cheeseburger in Paradise full service restaurants and bars, two Koo KooRoo 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 120 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.

**CONTACT:**

Toni Niece  
[tmniece@lubys.com](mailto:tmniece@lubys.com)  
(713) 329-6890