



**FOR IMMEDIATE RELEASE**

**CONTACT:** Toni Niece  
tmniece@lubys.com

**FUDDRUCKERS DEBUTS FIRST EUROPEAN RESTAURANT IN VARESE, ITALY NEAR MILAN TODAY;  
TEXAS-BORN CHAIN WELCOMES DINERS TO FAST CASUAL LOCATION CLOSE TO CITY CENTER**

**HOUSTON, TX – March 31, 2014** – Fuddruckers, a 34-year-old, Texas-born heritage brand makes its European debut today. Located at Via Morosini, 12 near the city center of Varese, Italy and in close proximity to Filippo Del Ponte Hospital, the fast casual restaurant is the first of 10 planned through a new franchise partnership with Italian-based Vinum et Alia. Future sites are being considered within Italy, as well as in Poland and Switzerland.

According to Peter Tropoli, Chief Operating Officer of Luby’s, Inc., “We are proud to introduce European guests to our acclaimed, hot and juicy burgers, which are always grilled to order. The 100% fresh and never-frozen Italian beef is sourced locally from the Piedmont region, where it is produced to our unique specifications. Like our other locations, buns are freshly baked on premises throughout the day. We are excited to be working with Vinum et Alia, which has a history of success with a number of top brands, and are equally enthusiastic about this premier location in Varese with easy access to two train stations, the Lake Como region and the Swiss Alps.”

The approximately 5,000-square-foot, 120-seat venue showcases a dynamic design scheme, which references Fuddruckers’ classic, roadhouse origins. With additional emphasis on the brand’s American beginnings, the playful interiors create an inviting backdrop for a family gathering, business lunch or date night.

Printed in both Italian and English, the menu will highlight the “World’s Greatest Hamburgers” including the Lumberjack, which was developed specifically for Varese based on regional taste preferences. The delicious offering incorporates bacon, Provolone cheese, grilled mushrooms and a mushroom sauce.

Since its founding in 1980, Fuddruckers has been obsessed with making the world happier, one great hamburger at a time. Grilled-to-order burgers feature always fresh and never frozen, premium-cut beef with no fillers or additives. Delicious, sesame-topped buns are baked from scratch on-site throughout the day to achieve the perfect combination of crisp crust and melt-in-your-mouth texture.

And while burgers are the signature, the engaging menu offers variety for many tastes with an array of sandwiches, platters and salads. No matter what they choose, customers can customize their meal with a trip to the legendary Build Your Own produce bar, which features fantastic fixings like sun-ripened tomatoes, lettuce, sliced onions, dill pickles and classic cheese sauce.

**About Luby’s, Inc.**

Luby’s, Inc. operates restaurants under the brands Luby’s Cafeteria and Fuddruckers and provides food service management through its Luby’s Culinary Services division. The company-operated restaurants include 95 Luby’s Cafeterias, 67 Fuddruckers restaurants, 17 Cheeseburger in Paradise full service restaurants and bars, one Koo Koo Roo Chicken Bistro and one Bob Luby’s Seafood Grill. Its 95 Luby’s Cafeterias are located primarily in Texas. In addition to the 67 company-operated Fuddruckers locations, Luby’s is the franchisor for 112 Fuddruckers franchise locations across the United States (including Puerto Rico), Canada, Mexico and the Dominican Republic. Luby’s Culinary Services provides food service management to 26 sites consisting of healthcare, higher education and corporate dining locations.

###