



FOR IMMEDIATE RELEASE

CHEESEBURGER IN PARADISE PAIRS SPECIALTY HOLIDAY MARGARITA OFFERINGS WITH SOCIAL MEDIA CONTEST AND INTRODUCES SEASONAL GIFT CARD PROMOTION

Houston, TX – December 12, 2013 – [Cheeseburger in Paradise](#) is going south of the border for holiday inspiration. The tropical bar and grill chain has just introduced a duo of seasonal margaritas – the Delighted Elf and the Disgruntled Elf – with a companion [social media contest](#). Consumers have the opportunity to win free Cheeseburger in Paradise for a year, a holiday party in Paradise or a \$100 Cheeseburger in Paradise gift card by taking a photo of themselves posing as one of the elves and tagging the image on Instagram with the corresponding #delightedelf or #disgruntledelf. There is a limit of one entry per person, and uploads must occur by 11:59 pm CT on December 31, 2013 to be eligible for the random drawing.

The Delighted Elf Margarita is made with Milagro Reposado Tequila, Cointreau, pomegranate and all natural lime, orange and lemon juices. This refreshing margarita will keep you delighted all holiday season. The Disgruntled Elf Margarita is made with Milagro Reposado Tequila, Midori Melon liqueur, kiwi and all natural lime, orange and lemon juices. This combination will bring a little holiday cheer to any Disgruntled Elf. Both are priced at \$7.99.

Just in time for the gift giving season, Cheeseburger in Paradise is also incentivizing gift card purchases with a special offer. For every \$25, guests will receive a special Coke® Tumbler.

Cheeseburger in Paradise recently rolled out a major menu revision in collaboration with parent company, Luby's, Inc. Crafted by Cheeseburger in Paradise Executive Chef Andrew Larue, the resulting 50 coastal and beach-inspired items encompass both brand new dishes and reinvented favorites. Burger upgrades include fresh and never frozen, 100% USDA premium-cut beef with no fillers or additives, plus white and wheat 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.

No matter what the selection, diners will enjoy a colorful and festive setting that feels miles away from the everyday.

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 93 Luby's cafeterias, 62 Fuddruckers restaurants, 20 Cheeseburger in Paradise full service restaurants and bars, one Koo Koo Roo Chicken Bistro and one Bob Luby's Seafood Grill. Its 93 Luby's cafeterias are located throughout Texas and other states. Its Fuddruckers restaurants include 62 company-operated locations and 117 franchises across the United States (including Puerto Rico), Canada, and Mexico. Luby's Culinary Services provides food service management to 21 sites consisting of healthcare, higher education and corporate dining locations.

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