



## FOR IMMEDIATE RELEASE

### CHEESEBURGER IN PARADISE DEBUTS NEW ‘LAID-BACK LIBATIONS’ BEVERAGE MENU

**Houston, TX – December 17, 2013** – Three months after rolling out major culinary enhancements, [Cheeseburger in Paradise](http://www.cheeseburgerinparadise.com) is now pouring attention into its beverage program. The tropical bar and grill chain has just launched the “Laid-Back Libations” drinks and cocktails menu, providing a fresh look and an array of new and improved island-inspired, adult offerings.

Guests can now choose from categories that include *Boat Drinks* like the Euphoria, a blend of frozen sangria, margarita and daiquiri; *Margaritas* with eight options ranging from the Classic Margarita to the new Honey Orange Margarita with tequila, bourbon and Cointreau; house-made *Infusions* such as the pineapple and ginger Twisted Turtle; *Piña Coladas* like the Torched Cherry; *Mojitos* spanning from Blueberry to Raspberry; *Sangrias & Beer Cocktails* showcasing the Cider Gria with pinot noir, Cointreau and hard cider; *Tropical Rocks*, a mix of updated classics like the Mai Tai and contemporary favorites such as the Pain Remedy; in addition to a broad selection of *Beer & Wine* plus *Spirits*.

New featured cocktails include:

- Watermelon Wipeout with Cointreau and watermelon puree topped with Angry Orchard Hard Cider for \$6.29
- Dreamsicle Margarita with Pinnacle Whipped Cream Vodka and Sauza 100% Blue Agave Tequila mixed with orange and other citrus juices and topped with a vanilla orange Jell-O shot for \$7.49
- Raspberry Peach Limonada with Milagro Silver Tequila, Peach Schnapps, raspberries, lemon juice and simple syrup topped with soda water for \$6.99
- Coco Melon Mojito with Sugar Island Coconut Rum and watermelon puree shaken with fresh mint leaves and limes then topped with club soda for \$6.99

The beverage program was designed to offer a delicious complement to the recently revamped dining choices. Crafted by Cheeseburger in Paradise Executive Chef Andrew Larue, the menu now includes 50 coastal and beach-inspired items. 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.

For more information about Cheeseburger in Paradise, visit [www.cheeseburgerinparadise.com](http://www.cheeseburgerinparadise.com) or follow us on Facebook: [cheeseburgerinparadise](https://www.facebook.com/cheeseburgerinparadise) and Twitter: [@cometoparadise](https://twitter.com/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.

CONTACT: Toni Niece  
[tmniece@lubys.com](mailto:tmniece@lubys.com)