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Texas Roadhouse Stakes Its Claim as #1 Steakhouse in America

Consumer Picks Survey Ranks Says Job Well Done

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Texas Roadhouse is "steaking" its claim as consumers' #1 choice for steak. In *Nation's Restaurant News'* second annual Consumer Picks survey, thousands of diners chose Texas Roadhouse Inc. (Nasdaq: TXRH) as the nation's top steakhouse. The Louisville, Ky-based company also trumped the competition in three main categories — food quality, value and menu variety.

"There is no greater honor than when consumers brag about us," said Kent Taylor, founder and CEO of the 385-unit Texas Roadhouse. "This is a testament to our meat cutters who hand cut our steaks each and every day in every single Texas Roadhouse restaurant. This award proves that consumers can taste and appreciate our variety and commitment to everyday value."

Each Texas Roadhouse has a full-time meat cutter responsible for hand-cutting every steak served at the restaurant. Their work is displayed in the lobby where guests are invited to hand pick their steak. In an average year, each butcher cuts about \$1 million worth of meat.

The 2012 Consumer Picks survey results are based on 130,000 restaurant visits made since Dec. 15, 2011. The survey asked diners to rate each restaurant on Atmosphere, Cleanliness, Craveability, Food Quality, Likelihood to Recommend, Likelihood to Return, Menu Variety, Reputation, Service and Value.

Online survey respondents received a list of 171 restaurant chains and were asked to identify which restaurants they visited in the last six months, and then were asked to rate their experiences.

As testament to the importance of hand-cut steaks, in 2001, Texas Roadhouse hosted the first National Meat Cutting Challenge to recognize daily efforts of its meat cutters. Each year, the winner receives a grand prize of \$20,000 and is crowned Meat Cutter of the Year.

Based in Louisville, Kentucky, Texas Roadhouse opened its doors in 1993. In just 19 years, Texas Roadhouse has grown to more than 385 locations in 48 states. The company is famous for hand-cut steaks, made-from-scratch sides, fresh-baked bread, and its lively atmosphere. In 2007 and 2008 Forbes magazine ranked the company as one of the 200 Best Small Companies and in 2009 the company was ranked "Best Value" by readers of Consumer Reports magazine. For more information, visit www.texasroadhouse.com.

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