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Texas Roadhouse Launches Kenny Chesney-Inspired Drink

"Kenny's Cooler" Available Nationwide at Texas Roadhouse Restaurants

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Louisville-based Texas Roadhouse and Blue Chair Bay® Rum have launched an exclusive specialty drink with big flavor just in time for summer.

"Kenny's Cooler," which was created by Texas Roadhouse, is available in 476 restaurants nationwide. The drink pays homage in its name to "The People's Superstar" (*Los Angeles Times*), Kenny Chesney, founder of Blue Chair Bay® Rum.

The bright-blue drink is a refreshing blend of Blue Chair Bay® Coconut Rum and Dekyuper Peach Schnapps, mixed with Minute Maid Lemonade, signature sweet and sour, and Monin Blue Curacao. Kenny's Cooler is served in a 17 oz schooner glass and sells for \$6.50.

"We are excited to partner with Blue Chair Bay® Rum. Legendary drinks are a signature part of Texas Roadhouse, and the connection to Kenny Chesney is a perfect fit given our history with country music," said Kent Taylor, founder and CEO of Texas Roadhouse.

Blue Chair Bay® Rum, which based in Nashville is the fastest growing new company launch in the history of wine and spirits. The brand features a collection of premium-blended rums created on the shores of the Caribbean.

"At Blue Chair Bay® Rum, we are always excited when we find additional ways for consumers to taste our product," said David Farmer, President and CEO of Fishbowl Spirits. "This refreshing drink created by Texas Roadhouse makes great use of our signature Coconut Rum flavor."

"Kenny's Cooler," which is exclusive to Texas Roadhouse, was tested regionally before expanding nationwide in July. For more information, visit www.texasroadhouse.com.

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About Blue Chair Bay Rum

Blue Chair Bay Rum, which had one of the industry's most successful launches in the history of wine and spirits, is a collection of premium-blended rums created on the shores of the Caribbean and inspired by multiplatinum singer-songwriter's Kenny Chesney's love of the island lifestyle. Blue Chair Bay Rum is made with exceptional care using natural ingredients. Blue Chair Bay Rum is available in 50ml, 750ml and 1.75L bottles. Blue Chair Bay White Rum 40% ABV, Blue Chair Bay Coconut, Coconut Spiced, Banana and Vanilla Rum, 26.5% ABV. Blue Chair Bay Banana Rum Cream and Coconut Spiced Rum Cream 15% ABV. Please enjoy Blue Chair Bay Rum responsibly. Bottled by Fishbowl Spirits, Rochester, NY.

About Kenny Chesney A four-time Country Music Association and four consecutive Academy of Country Music Association Entertainer of the Year, Kenny Chesney has been called "the People's Superstar" by *The Los Angeles Times* and "The King of the Road" by *The Wall Street Journal* for his unprecedented run of million-selling ticket concert tours. He's recorded with Willie Nelson, Dave Matthews, Uncle Kracker, the Wailers, Grace Potter, and his latest single, "Setting The World On Fire" features P!NK, and his expansion of the genre with No. 1s like "Young," "There Goes My Life," "When The Sun Goes Down," "Anything But Mine," and "The Good Stuff" celebrated the way people live between the coasts. *Cosmic Hallelujah*, his 17th studio album, will be released October 28 - and follows 2015's *The Big Revival* which produced four consecutive hits including the GRAMMY-nominated "American Kids." Chesney, the *only* country artist on *Billboard's* Top 10 Touring Artists of the Last 25 Years, is currently on his 2016 *Spread The Love Tour*.

About Texas Roadhouse

Based in Louisville, Kentucky, with more than 500 locations in 49 states and five foreign countries, Texas Roadhouse opened its doors in 1993. The Louisville, KY-based company is famous for hand-cut steaks, made-from-scratch sides, fresh-baked bread, and its lively atmosphere. In 2014, Texas Roadhouse was named one of Employee's Choice Best Places to work by Glassdoor and debuted on Forbes magazine's list of 100 Most Trustworthy Companies. In 2016, Texas Roadhouse was named Top Steakhouse and Top Value in Nation's Restaurant News' Consumer Picks survey. For more information, visit www.texasroadhouse.com.

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