



JOE'S CRAB SHACK FIRES UP NEW BEACH BAKES FOR SUMMER

"100% Shore" menu brings beach vibe with fresh seaside dishes and red Party Cup drinks

(HOUSTON) April 22, 2014 – [Joe's Crab Shack](#) is throwing a beach bake this summer and everyone's invited to enjoy new Beach Bakes and red Party Cup drinks, available now on Joe's new "100% Shore" summer menu.

Joe's Beach Bakes bring memories of breezy summer nights at the seashore, with fresh, delicious seafood wrapped in foil and cooked right on the fire. The Garlicky Beach Bake features snow crab, lobster tail, mussels, potatoes and grilled corn baked in a mouth-watering garlic butter sauce. Those same ingredients get a little Southern flair in the Southern Creole Beach Bake with a zesty bayou tomato sauce with garlic, onions and red peppers. Both are served with a side of toasty garlic bread.

"Our new Beach Bakes are inspired by the feeling of being at the shore and enjoying just-caught and cooked seafood," said Joe's Director of Culinary Innovation Barry Lofton. "We've selected the best seafood and prepared it just like you would at a beach bonfire, right down to the foil wrapper, which seals in the coastal freshness and blends the flavors perfectly."

No beach bash is complete without red party cups filled with summertime adult drinks, just the thing after a full day of fun in the sun. Fancy glassware doesn't go with cut-offs and bare feet, so Joe's keeps it "100% Classy" with new red Party Cup drinks served in reusable, take-home cups.

And what's in the cooler? Joe's has a new take on the classic Arnold Palmer this summer with the Red Raspberry Palmer, made with lemonade and Seagram's Sweet Tea Vodka. For something more fruity, fizzy and thirst-quenching, the Coastal Cooler is just the ticket with a kick of rum and Tuaca. And talk about delivering a punch – Joe's blends vodka, gin, rum and Fireball Cinnamon Whisky to create this summer's smokin' hot new Fireball Punch.

Joe's summer menu will be available through July 7.

About Joe's Crab Shack

Founded in Houston in 1991, Joe's Crab Shack brings "100% Shore" fresh seafood, authentic flavors and Southern flair to more than 135 locations in more than 30 states. Joe's menu features more than 25 crab items in addition to fish, lobster, mussels, clams and shrimp. The company supports causes in every neighborhood it serves and is a leading national partner with both Autism Speaks and Share Our Strength's No Kid Hungry® Campaign. Joe's is a member of the Ignite Restaurant Group (NASDAQ: [IRG](#)) portfolio of restaurants. For more information, go to www.joescrabshack.com.