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JOE'S CRAB SHACK BRINGS A TASTE OF THE SHORE TO THE BRONX

Grand opening event offers guests the chance to win free crab for life

BRONX, New York (Sept. 22, 2014) — Bronx, New York residents can now enjoy a taste of the shore while they are out shopping, thanks to the opening of a new [Joe's Crab Shack](#) location in the borough. The new restaurant will be located at 200 Baychester Ave. in the Bronx, in the Mall at Bay Plaza.

Doors to the restaurant will officially open at 11:00 a.m. on September 23, 2014. The first 100 guests who dine at the new location on opening day will be awarded free crab for a year and one lucky guest will win free crab for life. Past grand opening events have drawn hundreds of people to line up outside the restaurant early in the morning.

"We're excited to be a part of the neighborhood and bring the Joe's dining experience to the Bronx," said Juan Sanes, General Manager, Joe's Crab Shack, Bronx. "Our guests may even recognize a familiar face or two, as we'll have more than 150 local residents working in this location. We look forward to greeting our guests as they tie on a bib and crack into one of our famous crab buckets."

The Bronx location guests also have the opportunity to participate in the restaurant's national fundraiser – Share Our Strength's No Kid Hungry campaign through the month of September. Guests who donate \$10 will receive \$20 off their next visit; those who donate \$5 will receive \$10 off; and those who donate \$2 will receive \$5 off.

With its location at the Mall at Bay Plaza, the new Bronx restaurant features convenient covered and uncovered parking, and a full-service bar.

The Joe's Crab Shack "100% Shore" menu offers Southern flavors and spices that add a delicious, unexpected twist to fresh, high-quality seafood. Menu favorites include [Steampots](#); mouth-watering crab dishes featuring Dungeness, snow and king crab; and signature seafood entrees. The Bronx location also will offer a limited time fall menu including hand-breaded, Southern Fried Maine Lobster and Loaded Crab Fries paired with Joe's signature Mason jar cocktails. A full list of menu items is available at www.joescrabshack.com.

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 <http://www.joescrabshack.com/>.