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For Immediate Release

## JOE'S CRAB SHACK DISHES OUT COASTAL OFFERINGS THIS SUMMER

### *Strap on a Bib and Dig into Joe's Latest Selections at Restaurants Nationwide*

**HOUSTON (June 8, 2009)** — Joe's Crab Shack (<http://www.joescrabshack.com>) announces new coastal offerings just in time for summer at its 113 [locations](#) nationwide. Offering buckets of crab, shrimp and lobster representing all the coastal regions and their celebrated flavors, Joe's offers you the opportunity to take a trip this summer without packing your bags.

Coastal Steampots include:

- **Sunset Fire-grilled Steampot** – Dungeness and Snow crab, shrimp, sausage, corn and potatoes, beachside bar-b-que style.
- **The Orleans Steampot** – Crawfish, shrimp, andouille sausage, corn and potatoes cooked in Joe's spicy boil.
- **Bean Town Bake** – Two whole lobsters, clams, shrimp, sausage, corn and potatoes.
- **Joe's Steampot** – Tasty Dungeness and Snow crab, boiled shrimp, smoked sausage, potatoes and corn. Traditional, yet unforgettable. Try the shareable **Steampot for 2** with double the crab and double the fun.

"If you're looking for a place that's out of the ordinary and offers a unique menu and fun atmosphere, Joe's Crab Shack is the place for you," said Kristen Temple, associate director of marketing for Joe's Crab Shack. "With summer just around the corner, Joe's is a great local destination that helps you get into the vacation state of mind with our specialty drinks like the Bayou Margarita, Perfect Patron Margarita or Red Bull Rita, as well as our relaxed beach atmosphere and tasty seafood," said Temple.

In addition to the Coastal Steampots, Joe's Crab Shack is adding new flavors to its Steampot collection and introducing a Go Green assortment of salads. New items from Joe's include:

- **Crab in a Bucket** – Adding new flavors to a traditional favorite, the Crab in a Bucket selections now include Fire-grilled and Smoked Chile offerings.
- **Crab Cake Chipotle Caesar** – As part of the Go Green line of salads, this yummy dish features Romaine lettuce, topped with one of Joe's made-from-scratch lump crab cakes, black bean pico de gallo, tortilla strips and Chipotle Caesar dressing.

- **Steampots** – Check out the latest Steampot flavors including the new Old Bay and Long Islander Steampots.
  - **Old Bay Steampot** – Alaskan Snow crab, clams, corn, potatoes and sausage, flavored all the way with Old Bay seasoning.
  - **The Long Islander** – Mussels, clams, shrimp, plus sausage, corn and potatoes.

Additionally, you can find new, larger portions of Joe’s tasty treats, such as the **Crabby Apple Crumble**. Better than your grandma’s, you won’t find this slice of heavenly Americana, perfectly paired with cinnamon ice cream, anywhere but our Crab Shack. Also try Joe’s untraditional **Coco Bread Pudding** – served warm, soaked in cream of coconut and tossed with coconut shreds and apricot pieces.

“At Joe’s, we like to put our signature twist on classic selections and offer sharable dishes and desserts,” said Temple. “With our affordable prices, it’s the perfect place to bring your friends and family.”

**Editor’s note:** High-resolution photos can be found at <http://www.vollmerpr.com/joes>.

#### **About Joe’s Crab Shack**

Joe’s Crab Shack serves a varied menu that includes crab, salads, burgers and sandwiches, steaks, seafood, chicken, pastas and a wide assortment of beverages in a fun and unique atmosphere. For more information about Joe’s or to find a restaurant near you, visit <http://www.joescrabshack.com>.

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