



For Immediate Release  
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## **Joey's Only Seafood Restaurants Unveils New Menu Design** *Canada's Largest Seafood Chain Announces Brighter, Unique Nautical Look to New Menu.*

Calgary, AB . . . You don't have to live on the west coast to get great seafood, just sail in to your local Joey's Only and try one of the many succulent seafood dishes on the NEW Menu. This exciting new menu design coincided with the opening of our 100<sup>th</sup> location in Olds, AB on Monday July 21, 2003. The menu will be implemented system-wide in the upcoming months. The menu features a nautical design, new food dishes and a more purposeful flow making it easier for guests to find their favorite dishes and experience new ones. The emphasis on photography, menu items and brand image are the biggest changes that Joey's Only has made in its menu history. The result is a fresh, hot new menu.

"We are very excited with the new look of the menu. Named the fishbowl design, it is a unique layout that boldly places the food photography around an oval or fish bowl shape that displays the menu items," exclaims Kathy Flynn, Vice President Marketing, Joey's Only Franchising Ltd. The menu was re-designed from a large tri-fold design to a smaller 8-page book-style layout, which is better suited for the Joey's Only tables. For locations that serve Tennessee Jack's Rotisserie Chicken and Ribs, these menu items will be separated from the Joey's menu items with a die-cut flap at the top of the menu.

"The new menu delivers more menu choices for our guests while maintaining our generous portions at value prices and our commitment to providing fresh, quality seafood, and rotisserie chicken & ribs" said Andy Taylor, Vice President Operations. Some of these new menu choices include: the Mini Shrimp Cocktail - a popular item from the summer menu, the Fish Sandwich – made with our light & crispy Famous Fish, and the Seaside Sampler – a four item combo that includes Clam Strips, Popcorn Shrimp, Scallops, and one piece of Joey's Famous Fish.

In developing the new menu, Joey's Only brought together a team of people including an advertising agency, a photographer, Joey's Only franchisees, and operations and marketing staff to create the nautical look that boldly features the food and remains true to the company's brand.

Best known for its Tuesday All-You-Can-Eat Fish & Chips, Joey's Only started in Calgary, AB in 1985. Since franchising in 1992, Joey's Only has emerged as Canada's largest seafood chain with the 100<sup>th</sup> store milestone in Olds, AB. To add variety to the menu, Tennessee Jack's Rotisserie Chicken and Ribs was introduced to the Joey's Only menu in 2000.

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