



Media Contact:

Katie Parker

704-989-1597

katie@mckeemanpr.com

Perry's Steakhouse & Grille's First Virginia Restaurant to Open in Q1 2024 Award-winning restaurant will open in Richmond's premier, west end outdoor shopping center *Extraordinary 11,000-square-foot restaurant in Short Pump Town Center will include an expansive dining room, spectacular wine wall, Bar 79®, and patio dining with Rare and Well Done® Dining Experience*



Pictured is Perry's Steakhouse & Grille in Nashville to visualize what's to come for the Richmond area.

Richmond, VA (June 6, 2022) – Texas-based [Perry's Restaurants](#), a group of award-winning restaurants, is proud to announce its first Virginia location, Perry's Steakhouse & Grille, at Short Pump Town Center in Richmond's west end. Set to open in Q1 2024, Perry's will be located at 11788 West Broad Street along the perimeter of the mall's more than 120 shops.

“Richmond is a thriving culinary destination and our team is excited for the opportunity to introduce Perry's Steakhouse & Grille to both local Richmonders and the millions who visit the city every year,” said Chris Perry, founder and owner of Perry's Restaurants. “We look forward to unveiling our stunning restaurant design and menu — and we can't wait to call Richmond home and welcome our new

guests.”

From Modest Start to Faithful Following

The Perry family opened its first restaurant in Houston in 1979 as a modest meat market called Perry’s Butcher Shop and Deli. In 1986, visionary Chris Perry persuaded his father Bob to add dining tables, which eventually led to an expansion and the opening of a second market. As the markets gained popularity, Chris opened the first Perry’s Steakhouse & Grille in 1993.

Since its founding, Perry’s has earned a loyal following and expanded to locations in Denver, Chicago, Nashville, Raleigh, Coral Gables, Birmingham, and across Texas. The restaurant concept’s expansion continues to grow with Perry’s planned for Richmond in 2023 and Kansas City in 2024.



Richmond’s 11,000-square-foot restaurant will include a stunning main dining room that provides glimpses of chefs creating innovations in the kitchen, as well as four private dining rooms.

Elegant & Modern Design

Perry’s Richmond, designed in partnership with the renowned restaurant architect Aria Group Architects, Inc., will offer an expansive main dining room with views at every angle from a glance at chef creations in the kitchen to glimpses of Perry’s Bar 79® through the towering wine wall. From the vibrant color palette to its exquisite use of glass, lighting, and other textures, every detail in the restaurant is selected to create an inviting environment to enjoy an intimate dinner, a business meeting, an elegant celebration....even Perry’s Famous Pork Chop Friday Lunch (the only day of the week the steakhouse opens for lunch).

The restaurant will accommodate up to 350 people and feature four private dining rooms, ideal for corporate functions and family celebrations. Guests will revel in the energy at Perry’s Bar 79, named after the year Perry’s was founded, and delight in sipping Perry’s reserve wines and handcrafted cocktails at a dazzling island bar with glass walls that open to patio dining that will seat approximately 45 guests.

A Rare and Well Done Dining Experience

Perry’s enjoys three key attributes that have become characteristic of the signature brand: the award winning menu, the impeccable service, and the vibrantly elegant, yet comfortable atmosphere. For more than four decades, Perry’s has been skillfully carving up those three elements for its patrons to deliver an experience that is truly Rare and Well Done.

Perry's remains true to its roots with its butcher-fresh steaks – including True Japanese A-5 Wagyu Beef, Prime USDA-Aged and Certified Upper Choice – signature tableside presentations and carvings, as well as its flagship menu item – a mouth-watering, seven-finger-high pork chop. Guests can customize their experience by choosing additions for their steak, small or large portion sizes for their sides with 17 options, or building their own seafood tower. Other fan favorites include innovative seafood entrees created by Perry's Master Development Chef Rick Moonen. A Celebrity Chef and member of the American Culinary Hall of Fame, Chef Moonen is the nation's leading authority on sustainable seafood.

To whet our Richmond guests' appetites, Perry's Steakhouse Online Market currently ships signature items nationwide including Perry's famous pork chop, Prime steaks, sides, steak seasoning, steak butter, and other special offers. Visit PerrysSteakhouse.com for more information.



In Richmond, Bar 79, named after the year Perry's was founded, will feature a beautiful island bar with glass walls that open to patio dining.

Operating Hours

Dinner service will be available Monday thru Thursday from 4 – 10 p.m., Fridays 10:30 a.m. – 10 p.m., Saturday from 4 – 10 p.m., and Sunday 4 – 9 p.m. The full menu will be available for car-side TO-GO every day during regular business hours.

About Perry's Steakhouse & Grille

Perry's Steakhouse & Grille has earned a faithful following by perfecting Prime since 1979. Beginning as a small butcher shop, Perry's has grown into a renowned group of award-winning restaurants featuring USDA Prime beef, tableside carvings, and signature selections, as well as reserve wines and handcrafted cocktails at its Bar 79. Specializing in a Rare and Well Done® experience, Perry's currently operates steakhouse locations across Texas and in Birmingham, Chicago, Coral Gables, Denver, Miami, Nashville

and Raleigh, with locations in Richmond slated to open in mid-2023 and Kansas City in early 2024. Additional concepts include Perry & Sons Market & Grille, the original meat market location in Houston, Texas, and CARVE American Grille in Austin, Texas, with a second location slated to open at the end of 2022. Perry's Steakhouse Online Market offers its signature pork chop, Prime steaks, sides, signature seasonings and butter, steak knives and other items for shipping to your door. For more information, please visit PerrysSteakhouse.com.