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Award-Winning Steakhouse Sets Grand Opening for Richmond Restaurant
Perry's Steakhouse and Grille Opening February 5 in Short Pump Town Center

Regarded as one of the country's premier, award-winning steakhouses, Perry's Steakhouse & Grille remains true to its neighborhood meat market roots serving butcher-fresh USDA aged prime steaks, a famous seven-finger-high pork chop, succulent seafood and signature desserts.

Richmond, VA (January 3, 2024) – Perry's Steakhouse & Grille will open its first location in Virginia on Monday, February 5, 2024. Located along West Broad and I-64, the 11,000-square-foot space in Short Pump Town Center will accommodate up to 350 guests.



Exterior

“We’ve been waiting for the right moment to introduce Perry’s Steakhouse & Grille to Virginia and are excited to finally make our way into the greater Richmond area,” said Chris Perry, founder and owner of Perry’s Restaurants. “From our roots as a humble meat market, we’ve grown to focus not only on great food, but also creating a unique dining experience - and we are eager to welcome guests to our 7th location outside of Texas.”



Main dining room

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 event....even Perry's Famous Pork Chop Friday Lunch (the only day of the week the steakhouse opens for lunch).

The new location also includes four beautifully appointed private dining rooms ideal for corporate functions and family celebrations, serving parties from 8 up to 84. A dedicated sales manager will assist you with the specially-curated menus that can be tailored to any taste. Guests will also revel in the energy at Perry's Bar 79, named after the year Perry's was founded, and delight in sipping handcrafted cocktails at a beautiful island bar with glass walls that open to patio dining that seats approximately 45 guests.



Bar 79

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 over

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 has remained true to its roots with its butcher-fresh Prime USDA-Aged steaks, signature tableside carvings, flamed desserts, as well as its flagship menu item – a mouth-watering, seven-finger-high pork chop. Other fan favorites include signature steak additions as well as innovative seafood entrees created by Perry's Master Development Chef Rick Moonen, a Celebrity Chef, a member of the American Culinary Hall of Fame and the nation's leading authority on sustainable seafood.

History

More than four decades ago, Perry's first restaurant opened in Houston in 1979 as a modest meat market called Perry's Butcher Shop and Deli. In 1986, Bob Perry's son, Chris, persuaded his father to add dining tables, paving the way for an expansion and inspiring Chris Perry to open Perry's Steakhouse & Grille in 1993. In addition to steakhouses in 11 markets throughout the United States, Perry's Restaurants also includes Perry & Sons Market & Grille (the original butcher shop), CARVE American Grille, and VERDAD True Modern Mexican.



Perry's Famous Pork Chop

An unexpected steakhouse specialty, Perry's Famous Pork Chop is a mouth-watering chop measuring seven fingers high — just as butchers measured back in the day. Sweet, smoky and sizzling, the chop is butchered in-house, rubbed with proprietary seasoning, cured and roasted on a rotisserie with pecan wood for up to six hours. Upon order, the chop is glazed, caramelized and topped with Perry's Signature Steak Butter, then carved tableside (during dinner service only). A recipe perfected over four decades, the pork chop is plated as three portions: the "eyelash" (the most marbled, tender, melt-in-your-mouth section above the eye of the chop), three baby-back ribs and the center-cut loin.

Perry's iconic **Pork Chop Friday® Lunch** features a lunch-cut portion of the chop, whipped potatoes and homemade applesauce for \$19 on Fridays from 10:30 a.m. to 5 p.m. (the only day of the week when Perry's is open for lunch service). The first Pork Chop Friday will be held on **Friday, February 9, 2024**. The pork chop lunch special is also available TO-GO every Friday from 10:30 a.m. – 5 p.m.

For guests who want to bring the Perry's experience directly to their door, Perry's Famous Pork Chop is available to ship fully cooked from [Perry's Steakhouse Online Market](#), arriving frozen with dry ice and includes steak butter and instructions on how to heat. Additional items available from Perry's

Steakhouse Online Market include Prime Steaks, Perry's Signature Steak Butter, Steak Seasoning and sauces, sides, Perry's Steak Knives and Wine Glasses, and seasonal offerings.

Operating Hours

Perry's Steakhouse & Grille is located at 11788 W. Broad St., Richmond, VA 23233. DINE-IN dinner service will be available Monday through Thursday from 4 – 10 p.m., Friday from 10:30 a.m. – 10 p.m., bar open until 11 p.m., Saturday from 4 – 10 p.m., bar open until 11 p.m. and Sunday 4 – 9 p.m. The full menu will be available for car-side TO-GO every day from 4 p.m. – close, in addition to TO-GO special offers. For reservations or to Order & Pay Online, please visit www.perryssteakhouse.com or call 804-816-2160.

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, signature selections, flamed desserts 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, Denver, Miami, Raleigh, and Nashville with an additional Chicago location coming soon. Additional concepts include Perry & Sons Market & Grille, CARVE American Grille, and VERDAD True Modern Mexican. For more information, please visit PerrysSteakhouse.com.

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