

FOR IMMEDIATE RELEASE

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Chop, Chop Richmond!
Perry's Steakhouse & Grille Now Open at Short Pump

Extraordinary 11,000 square-foot restaurant includes expansive dining room, spectacular wine wall, Bar 79® and patio dining for a Rare and Well Done® Dining Experience

Richmond, VA (February 5, 2024) – The wait is over – Perry's Steakhouse & Grille has officially opened its doors at Short Pump Town Center, located along West Broad and I-64. As the brand's first restaurant in Virginia, every detail of the 11,000 square-foot restaurant was deliberately selected to create a *Rare and Well Done®* dining experience for Richmond residents.



A first for River City, Perry's Steakhouse & Grille opened Monday, February 5, at 11788 W. Broad St. in Short Pump.

"Perry's is so proud to call the Richmond community home," said Chris Perry, founder and owner of Perry's Restaurants. "Remaining true to our butcher shop roots planted more than four decades ago, we've grown to focus not only on quality USDA-aged Prime steaks as the cornerstone of an award-winning menu, but also on serving a unique dining experience in a beautifully, vibrant environment. We are excited to finally welcome guests to see, and continue to enjoy, what we have created specifically for our Virginia friends."

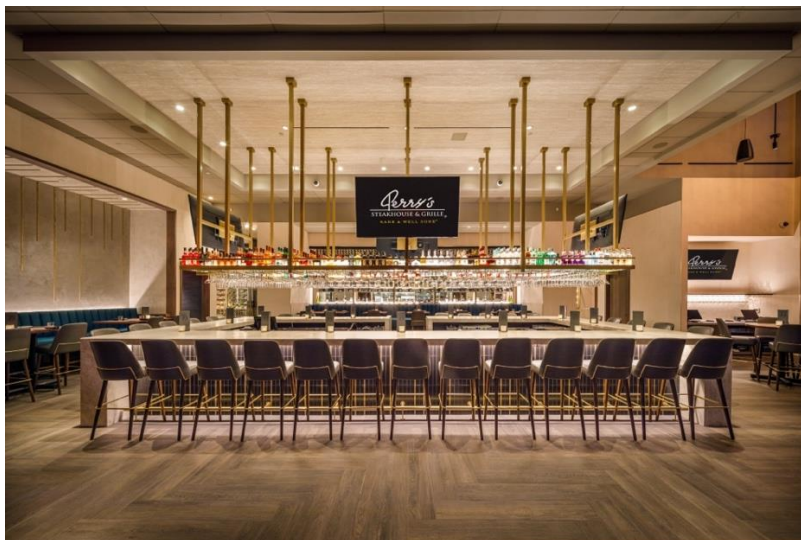


Main dining room

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 78. 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 and 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.

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, Richmond 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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