



Food First

## Casey's Grill • Bar Launches New Fall Menu Created Exclusively by Canadians

*New fall menu features winning dishes from Casey's online voting battle and showcases the top food choices of its guests*

**MISSISSAUGA, ON – October 11, 2011** – Following an intense, four-week, social media battle which saw more than 13,000 participants cast votes for their favourite menu items, Casey's Grill • Bar will launch its highly anticipated Fall Menu on October 17<sup>th</sup>. The new, seasonal menu, decided by Canadians, features the winning dishes from Casey's online Fall Menu Food Fight, and is available in all Casey's restaurants in Ontario and Quebec until November 27<sup>th</sup>.

"This summer, when we announced we were putting Canadians in the driver's seat and letting them build Casey's fall menu, buzz spread from coast to coast, and participation in the battle far exceeded our expectations," says Grant Cobb Senior Vice President, Brand Management for Prime Restaurants Inc. "We're very excited about the launch of the fall menu today as this menu truly showcases the tastes of Canadians."

Casey's online Fall Menu Food Fight ran from July 18<sup>th</sup> until August 14<sup>th</sup> and offered a unique online experience that allowed guests to pick their favourite five dishes out of 10 match ups, including starters, salads, sandwiches, pastas and entrées. Executive Chef Niels Kjeldsen created the competing menu items, combining tasty fall vegetables and hearty meats with Canadians' affection for comfort foods.

The following winning dishes are featured on the Fall Menu:

- **Shrimp Tacos** – Tempura battered shrimp served in soft floured tortilla shells with crisp coleslaw and a ginger apricot drizzle.
- **Roasted Fall Vegetable Salad** – Roasted butternut squash and beets tossed with Aztec grains and spinach in a chipotle honey dressing and served with a lemon-pepper chicken breast.
- **Pulled Pork Grilled Cheese** – Slow-roasted BBQ pulled pork, balsamic onions, cheddar and Swiss cheese layered between two slices of multigrain bread with your choice of fries or a side house or Caesar salad.
- **Lobster Mac & Cheese** – Creamy Mac & Cheese with chunks of East Coast Lobster and a parmesan herb crust served with your choice of a side house or Caesar salad.
- **Pork Tenderloin Medallions** – Pan roasted Canadian pork tenderloin medallions topped with Cranberry-Apple chutney and served with sweet potato mash, snap peas and a red wine sauce.

With more than 9,000 votes each, the Pulled Pork Grilled Cheese and the Roasted Fall Salad received the highest number of votes. The Lobster Mac & Cheese was a close third with more than 8,400 votes.

Each person who participated in the online menu battle will receive one \$10 coupon to Casey's by October 19 so they can sample the new menu. One hundred participants in the voting battle were also selected by random draw on August 30 to win one of 100 \$50 gift cards to Casey's.

#### **About Casey's Grill • Bar**

Casey's Grill • Bar, a Prime Restaurants brand, is a franchised restaurant chain specializing in the casual dining category. The chain has 33 restaurants in Ontario and Québec. The new Casey's restaurant offers a contemporary dining experience with a variety of fresh, high-quality international cuisine and old favourites, known as "Casey's Classics" including Casey's Classic Back Ribs, Casey's Classic Chicken Wings and Casey's Classic Bloody Caesar. Casey's features casual dining prices in an environment that offers the perfect balance of comfort, style and energy. Visit [www.caseysbarandgrill.com](http://www.caseysbarandgrill.com) for more information.

#### **About Prime Restaurants Inc**

Prime Restaurants Inc. operates and franchises a diversified portfolio of leading brands of casual dining restaurants and premium pubs across Canada under such trademarks as: "East Side Mario's," "Casey's," "Fionn MacCool's," "D'Arcy McGee's", "Paddy Flaherty's," "Tir nan Óg," "Bier Markt," and "Pat & Mario's."

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