



Texas Roadhouse Fact Sheet

Company Description: Texas Roadhouse opened its doors in 1993. In just 20 years, the company has grown to more than 420 locations in 48 states and four international locations in Dubai and Kuwait. Texas Roadhouse is famous for its hand-cut steaks, fall-off-the-bone ribs, made-from-scratch sides, and fresh-baked bread.

Behind the Numbers:

- Our restaurants average 5,000 guests a week, which is one of the highest in the industry.
- We serve 300,000 meals per day.
- The average Texas Roadhouse is 6,700 - 7,500 square feet and seats 291 guests.
- We serve our ice-cold draft beer at 36-degrees Fahrenheit.
- We offer 15 varieties of Legendary Margaritas.
- Our #1 seller is the 6-ounce USDA Choice Sirloin.
- Steaks account for 44% of our menu.

State of the Union:

Texas is the company's largest market with 56 restaurants, followed by Pennsylvania (25), Ohio (24), and Indiana (21).

Home Sweet Home: Texas Roadhouse is based in Louisville, Kentucky. The company's first restaurant was founded across the Ohio River in nearby Clarksville, Indiana, in 1993.

When Homemade Really Means Homemade:

Texas Roadhouse was founded upon providing fresh, quality food for a value, which is why we make our food from scratch, even the bacon bits, croutons and dressings.

Mural, Mural on the Wall:

The walls of each Texas Roadhouse are adorned with murals that are created specifically for each restaurant. The paintings are designed to reflect the local community. Each mural is still approved by Kent Taylor, the founder and chairman of Texas Roadhouse.

The only mural that is provided to each restaurant is of an older, distinguished Native American that is created by the Texas Roadhouse artist. There are several versions of the painting, which honors the Native American culture.

Everything but the Candlestick Maker:

Each Texas Roadhouse restaurant employs a butcher and a baker. The butchers, or meat cutters, hand cut each and every steak that we serve. Our meat cutters work in 34 degree coolers and cut an average of \$1 million of meat a year per store.

Our bakers are responsible for making our yeast rolls from scratch every day. Our legendary bread is baked fresh every five minutes and served piping hot along with our homemade cinnamon butter to guests as they are seated.

Dinner Only:

Texas Roadhouse is a dinner-only concept during the week. Although the restaurants are open for lunch on the weekends, the dinner-only philosophy ensures our managers of a better lifestyle and reduces our real estate costs since we do not have to be located in high-traffic business districts.

Ownership Mentality:

The Managing Partner at each Texas Roadhouse has an ownership interest in their restaurant. In exchange for 10% of the profits, Managing Partners are required to put down a \$25,000 deposit and sign a five-year employment contract.

A Job Well Done:

Texas Roadhouse has received a number of industry and consumer awards:

2003: Named #1 Steakhouse in America by Consumers' Choice in Chains survey.

2004: Voted Best Steakhouse Value by Consumers' Choice in chains survey.

2005: Ranked #1 in Nation's Restaurant News list of Top Growth Companies.

2006: Presented the Golden Chain Award by Nation's Restaurant News

2006: Ranked #38 on the Forbes list of Best Small companies.

2007: Ranked #42 on the Forbes list of Best Small companies.

2009: Named Top Value by readers of Consumer Reports Magazine.

2010: Named Large Company of the Year by Business First.

2011: Recognized by Forbes' as one of America's Top Chain Restaurant.

2012: Ranked Overall #1 Consumer Pick in Nation's Restaurant News List of casual steak restaurants.

2012: Proud to be named "Loudest Restaurant in America" by Consumer Reports Magazine.

2013: Chosen by Forbes Magazine as one of the 2012 Top Underdog Persuaders, in recognition of the "Proud to Be Loud" campaign.

2013: Texas Roadhouse Restaurants Named Glassdoor Top 50 Best Places to Work based on employee surveys.

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