



MEDIA KIT



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PREVIOUS

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MISSION

LEGENDARY FOOD,
LEGENDARY SERVICE®

CORE VALUES

PASSION
PARTNERSHIP
INTEGRITY
FUN...WITH PURPOSE

PREVIOUS

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STORY ITEMS

HAND-CUT STEAKS

FALL-OFF-THE-BONE RIBS

MADE-FROM-SCRATCH SIDES

FRESH-BAKED BREAD

ICE-COLD BEER

LEGENDARY MARGARITAS

THE BEGINNING

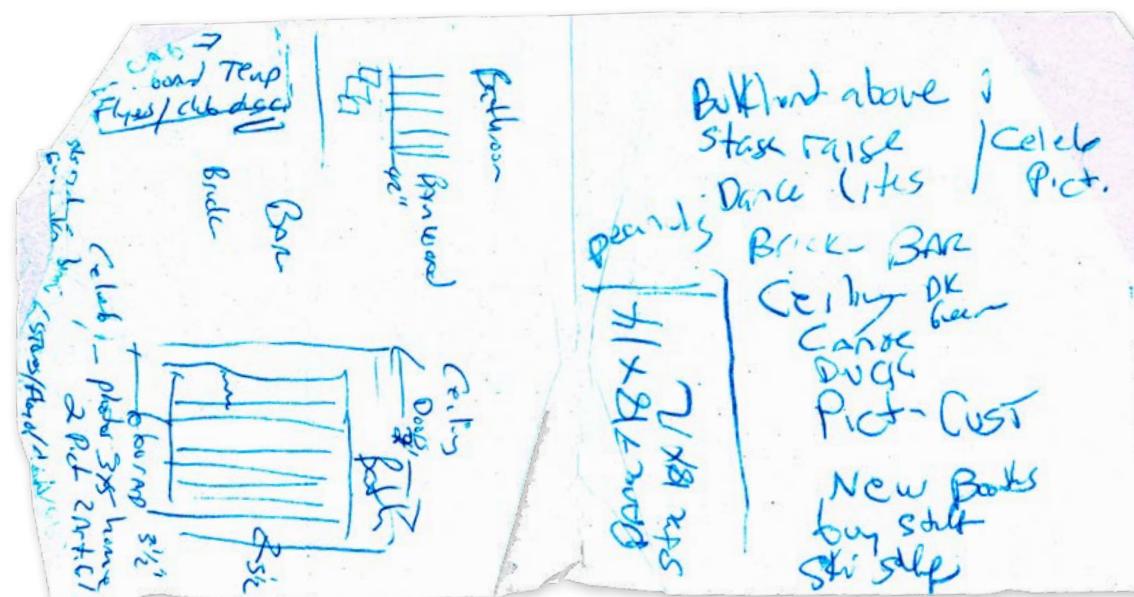
IT ALL STARTED ON A NAPKIN...

Kent Taylor opened the first Texas Roadhouse in Clarksville, Indiana, in 1993.

His vision was clear—to create an affordable Texas-style restaurant with Hand-Cut Steaks, Fall-Off-The-Bone Ribs, and Ice-Cold Beer. The problem was finding others to believe in that dream.

Kent pitched his idea to anyone who would give him five minutes and many more who would not give him five minutes or even the time of day. In fact, he was turned down over 80 times trying to raise money for his idea. He even chased basketball great Larry Bird in an airport trying to sell him on his idea, but Kent was too slow to catch the future Hall of Famer.

Kent finally found a cure for his ailing dream when three Elizabethtown, Kentucky, doctors agreed to provide \$300,000 in start-up capital.



Using a cocktail napkin, Kent sketched out the design of the first Texas Roadhouse for his new partners and Texas Roadhouse was launched in Clarksville, Indiana, on February 17, 1993.

Kent and his new partners' goal was to have 10 restaurants in 10 years. This plan hit a snag after 3 of the first 5 restaurants

failed. But Kent learned some very valuable (and expensive) lessons and vowed not to ever repeat those mistakes.

As a result, the next restaurant featured a revamped menu, much-improved recipes, updated décor, and a better-trained staff. These changes would help redefine the brand and help launch its success.



"HIS VISION WAS CLEAR—TO CREATE AN AFFORDABLE TEXAS-STYLE RESTAURANT WITH HAND-CUT STEAKS, FALL-OFF-THE-BONE RIBS, AND ICE-COLD BEER."



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PEOPLE FIRST



**"ANDY'S OUTREACH
FUND IS ONE OF
THE WAYS WE SHOW
CARE AND CONCERN
FOR OUR ROADIES
IN NEED."**

Andy's Outreach Fund started as Dee Shaughnessy's dream, a long-time Roadie and Director of Care & Concern. Dee acted on this dream and began sharing the heartbreak stories of our Roadies in need. She collected donations the good old-fashioned way: going desk-to-desk with her fanny pack, asking Roadies at the Support Center to contribute a few dollars at a time.

Later, the old-fashioned hat passing (fanny pack style) went electronic and the support of Andy's Outreach continued to grow. In 2005, Andy's Outreach became a formalized non-profit. Then, in 2006, we opened our Logan, Utah location, which donates 95% of profits directly to Andy's Outreach.

Over the years, Roadies began donating as little as 50 cents per paycheck and now nearly 75% of our Roadies donate regularly. The Support Center proudly helps raise funds through bake sales and cookouts. In addition, every year at our Managing Partner Conference funds are raised by selling T-shirts and hosting a silent auction.

Time after time, it's the response from our generous family and partners who have made it possible to help hundreds of Roadies every year.

Texas Roadhouse is a family and Andy's Outreach Fund is one of the ways we show care and concern for our Roadies in need.

SUSTAINABILITY



FOOD

AN APPETITE TO DO BETTER.

Serving families safe, nutritious food starts with responsible sourcing and delicious Hand-Cut Steaks.

COMMUNITY

AT THE HEART OF IT ALL.

From veteran heroes to local sports teams, and hunger relief to natural disasters, we're proud to be part of it all.

EMPLOYEES

OUR SECRET TO SUCCESS.

For a diverse and inclusive culture, partnership is everything.

CONSERVATION

WASTE NOT.

From bees to trees, preserving natural resources and reducing food, water, and energy waste is just the start.

PREVIOUS

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WE LOVE OUR JOBS!



PREVIOUS

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CULTURE

At Texas Roadhouse we believe in putting our people first. We aren't just co-workers – we're family. Legendary Food and Legendary Service is who we are. We're about loving what you're doing today and preparing you for what you'll be

doing tomorrow. Our restaurant Roadies are the heart and soul of our company, bringing Legendary Food and Legendary Service to our local communities across the country. Our Support Center Roadies believe in the power of partnership.

They provide the tools and expertise, so our operators can focus on providing Legendary Food and Legendary Service to our guests.

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ROADHOUSE REELS



SUPPORT CENTER



OUR RESTAURANTS



COMMUNITY OUTREACH



INTERNATIONAL

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RECENT NEWS

2019

[Texas Roadhouse was recognized by Newsweek as one of America's Best Customer Service Restaurants](#)

[Texas Roadhouse CEO Kent Taylor Defies Convention and Wins](#)

[Texas Roadhouse's CEO Reveals The Secrets Of Bubba's 33 Success](#)

2018

[These Louisville Companies Made Forbes' List of America's Best Employers](#)

[Serving up Solutions at Texas Roadhouse](#)

[4 Ways Texas Roadhouse Intends to Keep Outpacing Other Brands](#)

2017

[Arbor Day Foundation Announces Five-Year Partnership with Texas Roadhouse](#)

[Culture Matters at Texas Roadhouse and it Should at Your Company too](#)

[Favorite Steak: Texas Roadhouse Gold](#)

[The Making of "Legendary Food, Legendary Service"](#)

[Texas Roadhouse – Competing on Value](#)

TEXAS-SIZED RECOGNITION

2012

Ranked overall #1 Consumer Pick in *Nation's Restaurant News* List of Casual Steak Restaurants

2013

Ranked #1 by *Technomic* for key attributes in Food, Service and Value in the casual steakhouse category

2014

Presented the elite Golden Chain Award by *Nation's Restaurant News*

2015

Voted #1 Steak by *Nation's Restaurant News* Consumer Picks survey

2016

Named #1 Full-Service Chain in Sales and Satisfaction by *Restaurant Business*

2017

Ranked #16 on *Fortune Magazine's* Best Workplaces for Millennials

2018

Named one of America's Best Large Employers by *Forbes*

2019

Recognized by *Newsweek* as one of America's Best Customer Service Restaurants in the Casual Dining category



BEHIND THE NUMBERS



COMPANY DESCRIPTION

Texas Roadhouse opened its doors in 1993. Since then, the company has grown to more than 520 locations and 10 foreign countries. We are famous for our 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 per 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.

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.

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.

For more information, visit:

- [Annual Reports](#)
- [Full Fact Sheet](#)
- [Investor Page](#)

SOCIAL MEDIA

NATIONAL FACEBOOK

[TexasRoadhouse](#)

I LOVE MY JOB FACEBOOK

[TXRHLoveMyJob](#)

TWITTER

[@TexasRoadhouse](#)

INSTAGRAM

[@TexasRoadhouse](#)

PINTEREST

[Texas Roadhouse](#)

CONTACT

QUESTIONS?

Please contact: PR@texasroadhouse.com

