MEDIA KIT



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MISSION

LEGENDARY FOOD,
LEGENDARY SERVICE®

CORE VALUES

PASSION

PARTNERSHIP

INTEGRITY

FUN...WITH PURPOSE



STORY ITEMS

HAND-CUT STEAKS

FALL-OFF-THE-BONE RIBS

MADE-FROM-SCRATCH SIDES

FRESH-BAKED BREAD

ICE-COLD BEER

LEGENDARY MARGARITAS

THE BEGINNING

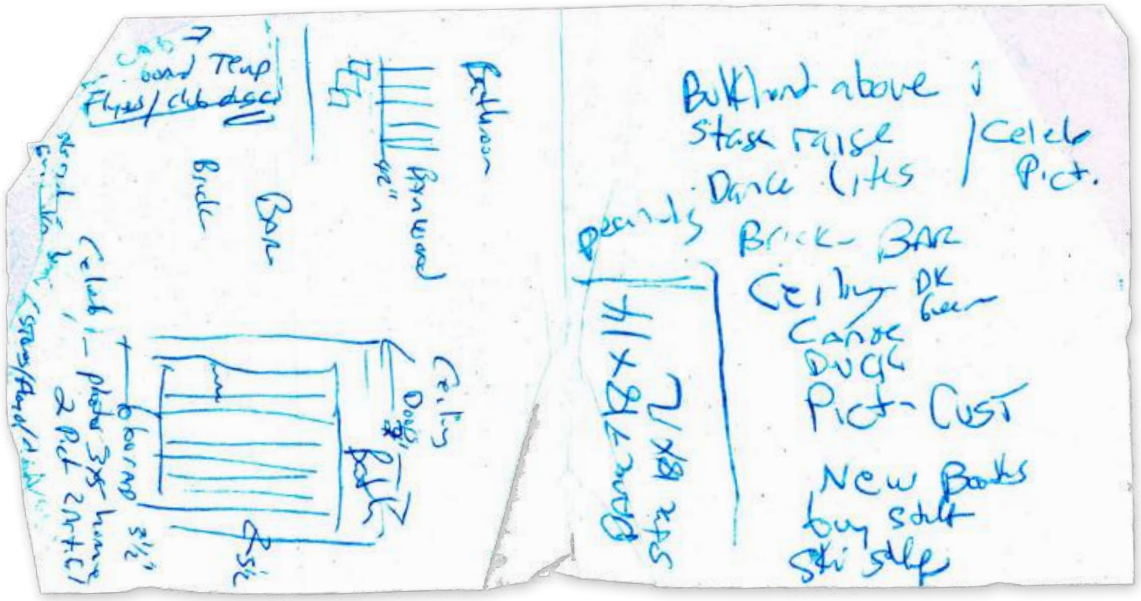
IT ALL STARTED ON A NAPKIN...

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."



PEOPLE FIRST

Andy's OUTREACH

"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 heartbreaking 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.

WE LOVE OUR JOBS!





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.

ROADHOUSE REELS



SUPPORT CENTER



OUR RESTAURANTS



COMMUNITY OUTREACH



INTERNATIONAL



RECENT NEWS

2022

How Texas Roadhouse is bucking negative traffic trends

Why Texas Roadhouse could soon be the country's biggest casual-dining chain

2021

Texas Roadhouse signs first Jaggers agreement

Jerry Morgan named CEO of Texas Roadhouse

Texas Roadhouse to help employees with tuition costs

2020

Texas Roadhouse's pandemic response was always about its people

Cheektowaga Texas Roadhouse brings meals to COVID-19 call center

Meet the CEO Who Gave Away His Salary and Bonus of $800K to Help Employees During the Pandemic

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

TEXAS-SIZED RECOGNITION

2015
Voted #1 Steak by *Nation's Restaurant News* Consumer Picks survey

2017
Ranked #16 on *Fortune Magazine's* Best Workplaces for Millennials

2016
Named #1 Full-Service Chain in Sales and Satisfaction by *Restaurant Business*

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

2020
Ranked #6 on *FSR Magazine's* Top 50 list of Full-Service Restaurants within the US.

2021
Recognized by Forbes as one of America's Best Employers for Diversity.

2022
Named one of Fortune Magazine's Most Admired Companies.





BEHIND THE NUMBERS



COMPANY DESCRIPTION

Texas Roadhouse opened its doors in 1993. Since then, the company has grown to more than 600 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 6,200 guests per week, which is one of the highest in the industry. We serve 544,000 meals per day. The average Texas Roadhouse is 7,500 - 7,900 square feet and seats 300 guests. We serve our Ice-Cold draft Beer at 36-degrees Fahrenheit. We offer 10 varieties of Legendary Margaritas. Our #1 seller is the 6-ounce USDA Choice Sirloin. Steaks account for 43% 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.

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 alongside our honey homemade cinnamon butter to guests as they are seated.

For more information, visit:

- Annual Reports
- Full Fact Sheet
- Investor Page
- Sustainability Report

SOCIAL MEDIA

NATIONAL FACEBOOK

TexasRoadhouse

I LOVE MY JOB FACEBOOK

TXRHILoveMyJob

TWITTER

@TexasRoadhouse

INSTAGRAM

@TexasRoadhouse

PINTEREST

Texas Roadhouse

CONTACT

QUESTIONS?

Please contact: **pr@texasroadhouse.com**

