



Joey's Restaurants

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For Immediate Release
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Joey's Seafood Restaurants celebrates Grilled Cheese Month with Lobster Sourdough Grill

Calgary, AB April 12, 2016 - Get ready to live it up because April is National Grilled Cheese Month. This is not a carry-over from April Fools' Day. Somehow the grilled cheese sandwich earned the honors of having an entire month dedicated to it.

In celebration of this comfy month, Joey's Seafood Restaurants decided to join the fun and feature their own seafood version of this lunchtime classic. The Lobster Sourdough Grill is a purely decadent sandwich. Joey's chefs created this grilled cheese sandwich with a perfectly crisp and golden brown cheesy Sourdough crust and a warm and gooey, melted cheesy, lobster salad filled center.

In addition to this limited time offer that runs until May 15, Joey's is featuring an outstanding Sticky Toffee Pudding. Rich, warm toffee flowing over a cool white cloud of whipped cream atop layers of moist, lightly-spiced sponge cake, generously speckled with finely chopped dates.

Finally, their #ilovejoey's Photo Contest continues to gather momentum. Tagging any Joey's Restaurant picture with #joey'scanada and #grilledcheesemonth enters customers for a chance to win the weekly \$25 gift certificate draw.

About Joey's

Calgary-based Joey's is a pioneer and leader in the fast-casual seafood restaurant category in Canada. Its signature "Joey's Famous Fish & Chips" and "Fish Taco" has gained the company a North American reputation for preparing generous portions of high quality seafood at affordable prices. Each Joey's franchise embodies the vision of its founder, Joe Klassen — to serve great seafood in a cozy neighbourhood seafood restaurant. Annually, Joey's serves more than 6.5 million guests system wide through its 55 restaurants in Canada. In 2015, the company celebrated its 30th anniversary.

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