



Joey's Restaurants

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Shrimp and Lobster elevate good old Mac & Cheese at Joey's Seafood Restaurants

Calgary, AB April 27, 2016 – Following an outstanding Grilled Cheese Month, Joey's Seafood Restaurants is introducing their spin to another classic comfort food. Macaroni and Cheese. An instant staple for students the world over.

There are times when you just crave that gooey, cheesy pasta but want more than what the box has to offer and Joey's chefs have raised this simple recipe to a new level. Using a richer, higher quality Macaroni & Cheese base from Campbell's, they have elevated it with a seafood blend of Shrimp and Lobster.

"This entrée is rich and creamy, really cheesy, and is covered in delicious crispy dressed crumbs," said Joey's Vice President of Marketing Dave Holland. "It's such a rich and filling one-dish meal that we serve it simply with Garlic Bread.

This Mac and Cheese version Joey's Restaurants serves up follows a successful Lobster Sourdough Grill (Cheese Sandwich) promotion during national Grilled Cheese Month.

"We are focusing on the classic comfort foods that our customers have been asking for," added Holland. "Grilled Cheese and Mac & Cheese have been popular forever and our seafood twist has really appealed to more than just seafood lovers."

In addition to this feature entrée, Joey's continues to run with their #ilovejoeys Photo Contest. Tagging any Joey's Restaurant picture with #joeyscanada and #Macandcheese enters customers for a chance to win the weekly \$25 gift certificate draw.

Shrimp and Lobster Mac and Cheese is available from May 23 until June 26, 2016. For menus and additional information, visit Joeys.ca.

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.