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**For Immediate Release:**

**JOE'S CRAB SHACK OPENS NEW YORK SHACK AUGUST 30 IN HENRIETTA**

*First 100 Guests Will Receive Free Crab for a Year*

**Henrietta, NY. (August 30, 2011)** — New York's Joe's Crab Shack Henrietta location will open its doors on, Tuesday, August 30 – awarding the first 100 lucky patrons with free crab for a year while it offers guests coupons for free desserts, appetizers and entrees in exchange for charitable donations during August and September to No Kid Hungry™ – Share Our Strength's campaign to end childhood hunger in America [www.nokidhungry.com](http://www.nokidhungry.com).

Following a ribbon-cutting marking the grand opening on August 30, at 11 a.m., the first 100 lucky guests served will receive a voucher for a free Snow crab bucket, one of the restaurant's most popular menu items, every month for a year. From August 31 – September 30, Joe's Crab Shack will award guests bounce-back coupons -- valid upon their next visit to the Shack -- for donations made to No Kid Hungry in the following amounts: \$1, free Key Lime Pie; \$5, free Crab Nachos; \$10, free Classic Steampot. A canned food drive will also be held in conjunction with the Henrietta shack opening. Guests are asked to bring canned food items for Foodlink, a non-profit organization committed to combating hunger and, beneficiary of Share Our Strength.

"Joe's Crab Shack is excited to open the Henrietta location with delicious seafood, signature drinks and a relaxed beach atmosphere that brings the shore closer to home," said Christine Flynn, general manager of the Henrietta restaurant. "With our unique menu and festive environment, Joe's Crab Shack is a great place for friends and families to share memorable dining experiences." The Henrietta, NY, Joe's Crab Shack is located at 100 Marketplace Drive between the Rochester Institute of Technology and University of Rochester.

“We are a newer partner of Share Our Strength through their Cooking Matters program,” explains Tom Ferraro, Executive Director and Founder of Foodlink. “We certainly appreciate the generosity of Joe’s Crab Shack to support national efforts to end hunger locally.”

The Joe’s Crab Shack menu showcases a variety of craveable seafood dishes, including Steampots, seafood entrees, and mouth-watering crab dishes featuring Snow, Dungeness, and King crab. A menu favorite, the Steampots are perfect for sharing with friends and family and feature classic tastes to satisfy any appetite, including:

- **Sunset Fire-grilled Steampot** – Dungeness and Snow crab, shrimp, sausage, fresh corn and potatoes, spicy like a beachside barbecue.
- **The KJ Steampot** – Snow crab, seared scallops and mussels in a light Kendall Jackson wine sauce with hints of garlic, pepper and notes of citrus.
- **Bean Town Bake** – Two whole lobsters, 1 pound of clams, shrimp, sausage, fresh corn and potatoes.

The Joe’s Crab Shack dining experience wouldn’t be complete without a cool cocktail or delicious dessert. Guests can toast warmer weather with one of Joe’s Crab Shack’s signature drinks, such as the **Shark Bite** or **Southern Spiked Tea**, served in a take home Joe’s Mason jar. Joe’s also offers a selection of tempting desserts, including their specialty **Key Lime Pie** and the **Crabby Apple Crumble**, guaranteed to be better than Grandma’s. And for those individuals looking for unique and fun-loving gifts, Joe’s Crab Shack has a selection of shirts and gear for adults and kids. For a full list of menu items, please visit: [www.joescrabshack.com/menus/](http://www.joescrabshack.com/menus/)

Ignite Restaurant Group, the parent company of Joe’s Crab Shack, is committed to the highest standards and quality. The newly constructed Joe’s Crab Shack can accommodate 288 guests and will have more than 250 employees from the local area -- each determined that every guest will enjoy a fun, sometimes off-beat, but always delicious dining experience.

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#### **About Joe’s Crab Shack:**

Joe’s Crab Shack serves buckets of crab, a wide variety of Steampots, fish, shrimp, burgers, chicken and festive vacation-style drinks amid a carefree atmosphere. For more information about Joe’s Crab Shack or to find a restaurant near you, visit [www.joescrabshack.com](http://www.joescrabshack.com). Joe’s Crab Shack is owned by the Houston-based Ignite Restaurant Group [www.igniterestaurantgroup.com](http://www.igniterestaurantgroup.com).

#### **About Foodlink:**

Foodlink, the regional food bank, provides food, nutrition, education and resources in Central and Western New York. As a member of Feeding America, Foodlink rescues and redistributes over 12 million pounds of food to 450 human service agencies. While the distribution of food to reduce hunger remains the foundation of Foodlink’s activities, the vision is more holistic: to end hunger, build self-sufficiency, and foster nutritional wellness. For more information visit: [www.foodlinkny.org](http://www.foodlinkny.org)