



NEWS
HOLD FOR RELEASE
ON MARCH 30, 2009

WOOD RANCH INTRODUCES NEW LUNCH MENU Also Passes Along Savings at Dinner

March 30, 2009 – Agoura Hills, CA -- Wood Ranch BBQ & Grill, Inc., a Southern California restaurant company based in Agoura Hills, CA, today introduced a new lunch menu in all its restaurants that allows guests to spend less and have more flexibility in ordering.

“First of all, the portion of each menu item remains the same,” explained Eric Anders, co-founder. “What we wanted to do was recognize that our guests don’t want to eat as much at lunch as they do at dinner. I know that sounds obvious, but the changes we’ve made now offer lower prices and more options for our guests.”

At lunch, the new menu lowers prices on many dishes from one to three dollars.

Additionally, Wood Ranch offers the “WR Lunch Combo” that includes a half-sandwich or two sliders, a soup or salad and a signature side dish. The price is less than \$11.00 in every Wood Ranch restaurant.

“We basically used to have one menu and one set of prices,” added Ofer Shemtov, co-founder. “Now, we’re responding to what we’ve heard from our guests and that is reflected in the new lunch menu.”

Wood Ranch has also lowered the price on some of its steaks at both lunch and dinner.

“We’re passing along the savings to our guests that come from slightly lower prices in some of our purchases of food,” Shemtov said. “We all know how difficult it is to stretch a budget and we want our guests to feel they can still have a great and special experience at Wood Ranch.”

The new menus can be seen at www.WoodRanch.com by going to the locations pages of the individual restaurants.

Wood Ranch was just selected again by the readers of the Ventura County Star (May 29, 2009: Readers’ Choice) as the “Best Barbecue” restaurant in all of Ventura County. Wood Ranch also was named as the readers’ favorite steakhouse, favorite take-out restaurant, favorite caterer and favorite spot for business lunches.

Wood Ranch was also recently selected by Inland Empire Magazine as “Best Restaurant” and “Best Steakhouse” in the Inland Empire for its locations in Corona and Chino Hills.

Wood Ranch has been rated as "Top Barbecue Spot" and also earned a *Certificate of Distinction* for receiving outstanding scores in both food and service in the *Zagat Restaurant Guide Los Angeles/Southern California*, America's premier dining-out guide, for six out of the last eight years. Other awards include: "Best Barbecue," *The Los Angeles Times*; "...high marks from locals for barbecue," *The Wall Street Journal*; "Best Barbecue," *The Los Angeles Daily News*; "Best Barbecue in Ventura County," plus "A Favorite" for Steak and Take-Out, *The Ventura County Star*; "Best Barbecue in L.A.," 97.1 FM Talk Radio (The Merrill Shindler Show); "Barbecue King," *Los Angeles Weekly*; "...Southern California's best barbecue," *Where Magazine*; "Best Restaurant Value in Orange County," Elmer Dills, KABC-TV; "Best BBQ; Best Caterer; Best Take-Out," *Conejo Valley TODAY Magazine* Readers' Choice Awards; "Inductee to the Local Barbecue Hall of Fame," KABC Radio (The Restaurant Show with Mario & Amy); "Best Steakhouse," *The Ventura County Star*; "Best Barbecue in the Conejo Valley," *Conejo Valley Examiner*; "Top 10 Kids Menu in America," *Restaurant Hospitality*.

Wood Ranch features "The Food That Makes America Great!" This includes Certified Angus Beef™ steaks, prime rib, and burgers. Also featured are slow-roasted, mesquite-grilled tri tip roasts (a signature item), Premium American Baby Back ribs, and locally-raised fresh chicken. There's always fresh Idaho trout and salmon on the menu. Diners can also choose from numerous unique salads and desserts designed to be shared. A full bar is available as well as a popular wine list, featuring a variety of wines at affordable prices. Convenient take-out and catering services are also available as is an award-winning, entertaining children's menu ("One of the Best Kids' Menus in America," *Restaurant Hospitality* magazine).

Wood Ranch currently operates 12 premium-casual restaurants located in Camarillo, Moorpark, Agoura Hills, Northridge, Valencia, Rancho Santa Margarita, Anaheim Hills, Los Angeles (at The Grove), Arcadia, Cerritos, Corona and Chino Hills. Wood Ranch will be opening a new restaurant in Ventura in early June.