



NEWS
FOR IMMEDIATE RELEASE

WOOD RANCH ENHANCES MENU FOR KIDS Vegetarian Side Dishes Added for Grown-Ups Too!

Agoura Hills, CA – April 1, 2009 -- Wood Ranch BBQ & Grill is proud to announce that the new Kids' Menu now offers some more healthful options in addition to the very popular, more traditional dishes served in the award-winning restaurants.

"We really just wanted to give parents and kids the option of salmon and chicken breast," explained co-founder Eric Anders. "Our menu for children has won national awards and is very successful with families in the communities we serve, but we know from personal experience that it's tough to get our own kids to try new things."



The salmon is a 4.5 ounce portion and the BBQ chicken breast is 6 ounces. Each is accompanied by a side dish and a beverage (juice, milk, chocolate milk or a fountain beverage) in a kids cup.

At \$7.49 for the kids' salmon dinner and \$5.99 for the kids' BBQ chicken breast dinner, Wood Ranch offers a high-quality, protein-rich meal at a great value.

"Our salmon is extraordinarily popular," added co-founder Ofer Shemtov. "It's the same great fish we serve on the regular menu and we prepare it simply grilled."

Wood Ranch also has added two vegetarian side dishes to its menus. The newest is Vegetable Brown Rice. The other is Vegetarian Black Beans, a modification of the previous recipe.

"We had two other rice side dishes on the menu," said Shemtov, "but we found that the brown rice is very popular with our guests and has nutritional value that is greater than the other ones."

The Balsamic Grilled Shrimp entree is now served over Vegetable Brown Rice.

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 will open a new restaurant in early June at the Pacific View Mall in Ventura, CA.

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 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).

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