



NEWS  
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## WOOD RANCH TO OPEN IN VENTURA

**Agoura Hills, CA – May 7, 2008** —Wood Ranch BBQ & Grill, Inc., a Southern California restaurant company based in Agoura Hills, CA, is proud to announce that it will open its 13<sup>th</sup> premium-casual restaurant, this one in Ventura, CA, at the corner of Main Street and Mills Road at the entrance to the Pacific View Mall. Wood Ranch Ventura will be a great addition to the dining choices for the entire community. This will be Wood Ranch's third restaurant in Ventura County (Moorpark 1992, Camarillo 1997) and is slated to open for business early in 2009.

"We've always been interested in extending the Wood Ranch brand farther west into Ventura County and have been urged by many of our guests to look for a place in the city of Ventura," said Eric Anders, co-founder of Wood Ranch. "We believe this is as prominent and convenient a location as there is in Ventura and we know we can provide a great dining experience to our guests in the area."

"This is a natural for us," added Ofer Shemtov, co-founder of Wood Ranch. "We wanted to make sure we could get the site we wanted and I think our long search was worth it. The fact that everyone in the county knows Wood Ranch will, we think, help us get a good start."

Wood Ranch was selected again in 2008 by the readers of the Ventura County Star as the "Winner" in the barbecue category and as "Favorite" for business lunches and take-out. (Ventura County Star, March 30; 2008 Readers' Choice)

Wood Ranch Ventura will be located at 3449 East Main Street, right at the entrance to the Pacific View Mall. The new restaurant will seat approximately 260 guests, including the bar and patio. As always, Wood Ranch will feature award-winning barbecue as well as a premium-casual American menu that goes beyond barbecue. Wood Ranch Ventura will be open for lunch and dinner, seven days a week.

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," *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 11 premium-casual restaurants located in Camarillo, Moorpark, Agoura Hills, Northridge, Valencia, Rancho Santa Margarita, Anaheim Hills and Los Angeles (at The Grove), Arcadia, Cerritos and Corona.

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