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### **Rockfish Adds Field To Its Stream** *Expands menu with 17 new items*

(DALLAS) — Customers at neighborhood Rockfish restaurants will have a lot to “graze” over when looking at the company’s latest menu. This month, Rockfish debuts a new expanded menu that boosts the number of beef, pork and chicken offerings and introduces a variety of robust salads, crave-able appetizers and satisfying combination dinners.

“Our research shows that while overall seafood consumption is increasing, there is still one or two members of a dining party who would prefer to eat a great steak, chicken or ribs at Rockfish,” explained Troy Cooper, chief operating officer at Rockfish. “For the first time, we have dramatically increased the number of non-seafood entrees, which we believe will make it even more appealing for everyone to dine at Rockfish more frequently.”

Headlining the menu, the “Stream,” section comprises the company’s core seafood favorites...including the trend-setting Santa Fe Fish Tacos (\$6), New England Baked Stuffed Fish (\$10), and top-selling Shrimp Basket (\$8). New to the “Stream” is an extraordinary Alaskan Fish & Chips entrée (\$8), featuring large, beer-battered Alaskan Cod fillets over Rockfish’s signature waffle fries; and Tilapia Pontchartrain (\$11), topped with a savory Cajun crawfish and shrimp sauce.

Complementing this section is an all-new “Field” category featuring four new creations including the mouth-watering Campfire Smoked Ribs (\$13), meaty pork spareribs smothered in barbeque sauce; a tangy Grilled Chicken Pasta (\$9), tossed with artichokes, mushrooms and sun dried tomatoes; and a hearty 12-oz. Trailblazer New York Strip Steak (\$16), topped with a cabernet mushroom sauce.

In addition to putting more meat into its menu, Rockfish completely revamped its “Salad” section... introducing four robust and flavorful salads, including the Roaring River Salmon Salad (\$8); Tossed Shrimp Cobb Salad (\$8); Big Fat Greek Salad with Calamari (\$7); and Southwest Chicken Caesar (\$8).

Noteworthy additions in the “Appetizer” section are a Very Gouda Spinach Dip (\$6), made with melted smoked gouda, artichokes, sun dried tomatoes and served with tri-colored tortilla chips; and Coconut Crusted Shrimp (\$7), served with sweet and spicy, and wasabi dipping sauces.

Other new items include the Steak & Shrimp (\$16) and Chicken & Ribs (\$12) dinners in the “Combination” section.

Finally, keeping with the Rockfish tradition of encouraging guests to customize their meal, the new “Be the Chef” category allows diners to order their entrée just the way they want it...choosing from a variety of high quality fish, shellfish, beef or chicken options (\$7-\$15), and then selecting the preparation method and side items to suit the individual’s specific nutritional needs or tastes.

Rockfish Seafood Grill ([www.rockfish.com](http://www.rockfish.com)) is a casual neighborhood restaurant serving lunch and dinner everyday. The company’s witty sense of humor and warm, fly-fishing inspired lodge setting are trademarks of Rockfish, which was founded in Plano, Texas in 1998. Today, Rockfish operates 20 restaurants in Dallas/Fort Worth, Houston, Austin, College Station, Lubbock, Phoenix, Albuquerque and Durham, North Carolina.

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Editor’s Note: Prices are approximate and vary by market.