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Your Fish is Our Command

Rockfish Seafood Grill launches new menu, encouraging guest customization

(DALLAS) — Rockfish Seafood Grill plunges into summer with the introduction of their new menu. Launched in early July, the menu is a creation of Rockfish's corporate chef, Daniel Stewart, featuring what he calls "the American bounty of seafood." The neighborhood seafood restaurants will now offer a wider range of fish, several creative new dishes and encourage meal customization, which allows guests to pair their fish of choice with one of six sauces.

Articulating the importance of meal customization, a July 10 story in the *Washington Post* notes "the incidence of food allergies has doubled in the past 15 years worldwide... today, some 12 million Americans suffer from allergies."

The company's mantra "your fish is our command," is a long-standing credo that answers this need and inspired every facet of the new menu, from new entrée development and healthier ingredients to graphic design.

Stewart took bold strides in the kitchen to offer Rockfish guests even more healthy dining options. By switching the company's frying oils to trans-fat free solutions, Stewart was able to impact about 98 percent of the oils used while cooking. Salad and baking oil conversions are on the horizon for 2007.

"We've encouraged our guests to customize their entrées for years," says Stewart. "Through our highlighted 'Be The Chef' selections and use of trans-fat free oils, we're sharing the beauty of seafood: customization is both easy and healthy."

The featured 'Be The Chef' section offers two succulent new fish, Lake Victoria Perch and Alaskan Flounder, and six tasty sauces including Rockfish's original ancho cream, Cajun pontchartrain, sweet maple glaze, zesty lemon butter and two new offerings: fresh tomatillo salsa and flavorful roasted red pepper.

"To embrace changing dining trends, customization is crucial," says Rockfish Seafood Grill Director of Marketing Aaron Horton. "Our 'Be the Chef' section enables guests to tailor our signature flavors to their own preferences, tastes, and dietary restrictions. True to the Rockfish brand, we want to allow guests to be in the driver's seat, taking the lead in their dining choices, whether that's eating low calorie, avoiding gluten or simply enjoying a tasty favorite."

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The menu also features new appetizers like the Fire Island Shrimp and Seafood Fondue; a fresh Pacific Cove Crab Salad; the revival of a favorite soup, the Red Pepper Crab Bisque; Signature dishes like Macadamia-Crusted Mahi, a creamy Crab Penne, Tilapia In the Bag (baked in parchment paper); unique sandwiches like the Lake Victoria Perch Sandwich and the Crab Cake Sandwich; and the rich Molten Chocolate Brownie with ice cream for dessert.

The ‘Lunch on the Fly’ portion of the menu offers 13 lunch items under \$10 and features the new Buffalo Chicken Wrap, the Crab Penne and Side Salad and the Bayou Catfish. “We are known for our prompt service and coupling this strength with a broad variety of new, attractively priced lunch entrées allows us to offer the business lunch crowd an alternative to quick service restaurants,” says Horton.

The menu includes the restaurant’s signature design elements like limestone rock and fly-fishing visuals and reflects Rockfish’s refreshing humor with light-hearted quips such as “Give a man a fish and you feed him for a day, teach him to fish and he’s gone all weekend.”

About Rockfish Seafood Grill

Rockfish Seafood Grill (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 14 restaurants in Dallas, Fort Worth, Houston, Austin and Lubbock, TX and Durham, NC.

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