

# The Tullahoma News

and Guardian

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## Red Lobster debuts new restaurant design

Red Lobster recently announced a plan to remodel all of its nearly 700 restaurants across the U.S. and Canada, including its store in Tullahoma, in a style reminiscent of the seaside village of Bar Harbor, Maine. Along with a fresh, updated look, Red Lobster is introducing new lunch and dinner menu items, inspired by the flavors of America, that range in price from \$8.99 to \$18.50. The updated setting and new entrees offer guests the chance to experience fresh, delicious, affordable seafood in a warm, welcoming environment.

The Tullahoma store recently completed its remodeling project.

The new Bar Harbor design was first developed in 2005 by an internal team of architects and designers, and was selected after a rigorous, multi-year process that included guest focus groups, qualitative surveys and market testing. New exterior features include a stone tower, ship lanterns, Adirondack-style chairs to encourage guest conversation and mingling, and unique window decals that spell out the types of seafood guests will find inside. Guests will also notice new signage, featuring a contemporized logo with an updated lobster icon and a new modifier highlighting Red Lobster's signature fresh fish and live lobster. Interiors now feature cozy booths, warm wood paneling, softer lighting and nautical décor such as signal flags and seaside-inspired artwork. Thirty-three percent of restaurants will be remodeled by June 2011, with the goal of all Red Lobster restaurants receiving a remodel by 2014.

"Our guests are at the heart of everything we do, and while their love for our delicious seafood and friendly service has never been stronger, they've expressed a desire for a more up-to-date atmosphere," said Red Lobster President Kim Lopdrup. "We listened to their feedback and are very proud to now offer guests this beautiful new setting in which to enjoy a refreshing seaside dining experience."

In addition to the restaurant's updated features, Red Lobster is debuting new lunch and dinner entrees, inspired by the flavors and regional tastes of America, that range in price from \$8.99 - \$18.50. Beginning Nov. 16, the dishes will be available in Red Lobster restaurants across North America.

New dishes include:

- Maple-Glazed Salmon and Shrimp
- Pecan-Crusted Jumbo Shrimp
- Cedar Plank Salmon
- Parmesan-Crusted Tilapia
- New England Lobster Rolls – (Lunch and Dinner)
- Shrimp Flatbread and Grilled Shrimp Salad – (Lunch)

"As the place that introduced America to seafood, our menu takes inspiration from different flavors and regions throughout the country," said Red Lobster Senior Executive Chef Michael LaDuke. "I love being a part of Red Lobster because we continuously innovate and bring guests new dishes to please every taste and budget."

These initiatives are the latest in a string of recent additions to Red Lobster. Guests can still enjoy their favorite selections from the restaurant's signature Today's Fresh Fish Menu or a dish expertly prepared by Certified Grill Masters on the Wood-Fire Grill. No matter the dish, guests will always be treated to Red Lobster's friendly, attentive and personalized service, guaranteeing their dining experience is a memorable one.

Red Lobster is the world's largest casual dining seafood restaurant with nearly 700 locations and more than 63,000 employees delivering the highest-quality seafood to guests across North America. Guests can enjoy selections from Red Lobster's signature Wood-Fire Grill and Today's Fresh Fish menus in a warm, inviting atmosphere. Red Lobster is a division of Darden Restaurants, Inc. (NYSE: DRI), the world's largest full-service restaurant operating company. For more information on Red Lobster's new dishes or to find a remodeled location, please visit [www.RedLobster.com](http://www.RedLobster.com).