

July 25, 2011

FOR IMMEDIATE RELEASE

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The Palm Nashville refreshes look in honor of company's 85th anniversary

The Palm Restaurant Group is releasing a brand refresh that includes an updated look for the company's overall visual identity, announced Bruce Bozzi, Jr., executive vice president and fourth-generation owner, and John Bettin, president and CEO. The updates, which include tableware uniform, signage, an ad campaign and enhanced website, pay homage to the company's rich history. The Palm also is introducing new and revised dishes to its classic menu. The Palm Nashville welcomed the new elements supported by more than 120 modified guest touch points on July 11, 2011.

"The Palm's impact on North American dining is unparalleled, and Nashville became part of that family just more than 10 years ago," said Jonathon Scott, general manager, The Palm Nashville. "Many customers who were here on opening day are still regulars, which is an enormous compliment. The Palm brand has been building on that mindset for 85 years, decades before any other American steakhouse came about. We're here to make our customers feel like they're the most important thing in the world – and they are. This refresh gives us the opportunity to embrace the things that people love most about The Palm, while updating and tweaking a few new things. We hope our longtime guests will appreciate the care taken with these changes, and we certainly welcome new faces. Come check it out."

The Palm menu, the most notable aspect of the brand refresh, underwent a comprehensive reevaluation at the hands of Executive Chef Tony Tammero and Vice President of Culinary Operations Brian McCardle. Guests will notice new presentations of old favorites, like their jumbo Shrimp cocktail, lobster bisque and "Point Judith" calamari fritti; new options, such as antipasti complete with authentic Italian meats and cheeses, homemade gelato in three flavors, and warm, sugared donuts; and comeback items including their 14- and 18-ounce New York strip steak and 16-ounce lobster tail. The updated menu has taken on a new physical incarnation as well. The previous paper form has been replaced by a hand-printed menu encased in brown leather, accompanied by a leaflet highlighting unique facts about each respective location.

"We really wanted to retain all of The Palm's signature elements – from the caricatures on our walls to the signature dishes on our menu – but also take a deep look at our brand from all angles to identify ways we could enhance The Palm experience for guests," said Bozzi. "With our 85th anniversary taking place this year, the time was right to reintroduce The Palm to the world and establish a connection with the next generation of Palm patrons."

Additionally, the brand refresh includes a refurbished logo that proudly incorporates The Palm's establishment year to remind guests of the rich history that is fundamental to the restaurant's success. Revitalized tableware featuring new dishware emblazoned with the new Palm logo and an impressive, eye-catching wine decanter are just a few elements that enhance the dining experience. New wait staff uniforms, inspired by the original suits worn by waiters at The Palm's flagship restaurant in New York City, round out the components of the brand refresh. Servers don tan jackets embroidered with their first names and years of service while server assistants wear white shirts with black aprons.

A revamped website which debuted earlier this year, not only incorporates all new food and lifestyle images, but also serves as the first public display of the brand refresh including new colors and logos. Furthermore, the new website features the added functionality of allowing guests to purchase gift cards online.

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The Palm's brand strategy, identity, design, and messaging were developed in collaboration with Korn Design of Boston and New York City, a nationally recognized brand strategy and design firm, and Libretto, a leading provider of strategic messaging and writing services based in Boston.

The Nashville Palm, which celebrated its ten-year anniversary this past December, is located at 140 Fifth Avenue South across the street from the Bridgestone Arena. Reservations are available by calling 615.742.7256. The restaurant serves lunch Monday – Friday and dinner seven days a week. Hours of operation are 11 a.m. to 3 p.m. for lunch, and 3 p.m. to 11 p.m. for dinner Monday through Friday. Hours of operation on Saturday and Sunday are 5 p.m. to 10 p.m.

About The Palm

For eight decades The Palm Restaurant, the nation's classic American steak house, has proudly served huge cuts of prime beef and jumbo Nova Scotia lobsters cooked to perfection with service and atmosphere like nowhere else. Known as the "place to see and be seen," the famed walls of each Palm are adorned with the caricatures of celebrities, politicians and socialites who make up its impressive customer base. Through four generations, the two families who opened the original Palm in 1926 on the East Side of Manhattan have maintained co-ownership of the restaurant company. The Palm currently has 30 restaurants in 25 cities across the United States, Mexico and Puerto Rico. For more information on The Palm, visit www.thepalm.com.

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