

## End Sad Eating. Forever.

January 28, 2020

**BJ's Restaurant & Brewhouse® is saving three unhappy eaters from a lifetime of sad food with the Live a Little. Better. Grant--a \$10,000 grant toward its expanded EnLIGHTened Entrees® menu**

HUNTINGTON BEACH, Calif., Jan. 28, 2020 /PRNewswire/ -- Each day, millions of Americans suffer through wilted salad bar lunches, depressing microwavable meals and soggy leftovers. It's a problem of epically unappetizing proportions—and BJ's Restaurants Inc. (NASDAQ: BJRI) is looking to provide options.

To celebrate the new year and the expanded EnLIGHTened Entrees® menu, as well as save the world from dull, flavorless eating, BJ's created the *Live a Little. Better. Grant*. Its purpose? Find three people suffering from uninspired meals and reward them with a grant for \$10,000 worth of food at BJ's Restaurant & Brewhouse®.

The EnLIGHTened Entrees® menu contains carefully crafted guilt-free dishes: nutrient rich-superfoods, low-calorie dishes, vegetarian entrees and gluten-sensitive options. Earlier this year, the new Cauliflower and Quinoa Power Bowl, starting at \$11.50, made its debut on the EnLIGHTened Entrees® menu. These power-packed bowls are gluten-free and are available vegetarian-style or with high-protein options like grilled or blackened chicken, flame-broiled or blackened salmon or Cajun shrimp.

"No one should have to endure flavorless food. At BJ's, we have an entire EnLIGHTened Entrees® menu of nutritious, great-tasting entrees. We're encouraging guests to enjoy a great meal and *Live a Little. Better.*," said Kevin Mayer, EVP and Chief Marketing Officer of BJ's Restaurants, Inc. "We may have brewhouse roots, but the same level of craft that goes into making our award-winning beer goes into each of our EnLIGHTened Entrees®. It's not taking things out; it's putting the right things in."

If you are in desperate need of a food refresh, there's hope. Just share your sad meal story on the BJ's Restaurant & Brewhouse Facebook page, [www.facebook.com/BJsRestaurants](http://www.facebook.com/BJsRestaurants) along with a photo of the terrible food and why you're deserving of the *Live a Little. Better. Grant*.

For more information and promotional rules, visit [www.bjsrestaurants.com/live-a-little-better-grant-terms-and-conditions](http://www.bjsrestaurants.com/live-a-little-better-grant-terms-and-conditions). To see the 15 BJ's Restaurant & Brewhouse EnLIGHTened Entrees® menu items, visit: [www.bjsrestaurants.com/menu/enlightened-favorites](http://www.bjsrestaurants.com/menu/enlightened-favorites).

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BJ's Restaurants, Inc. ("BJ's") is a national brand with brewhouse roots and a menu where craft matters. BJ's broad menu, with over 140 offerings, has something for everyone: slow-roasted entrees, like prime rib, BJ's EnLIGHTened Entrees®, including Cherry Chipotle Glazed Salmon, signature deep-dish pizza and the often imitated but never replicated world-famous Pizookie® dessert. BJ's has been a pioneer in the craft brewing world since 1996 and takes pride in serving award-winning proprietary handcrafted beers, brewed at its brewing operations in five states and by independent third-party craft brewers. The BJ's experience offers high-quality ingredients, bold flavors, moderate prices, sincere service and a cool, contemporary atmosphere. Founded in 1978, BJ's owns and operates 208 casual dining restaurants in 28 states: Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Indiana, Kansas, Kentucky, Louisiana, Maryland, Michigan, Nevada, New Jersey, New Mexico, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia and Washington. All restaurants offer dine-in, take-out, delivery and large-party catering. For more BJ's information, visit <http://www.bjsrestaurants.com>.

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**LIVE A LITTLE. BETTER.**  
G R A N T



RESTAURANT LEADERBOARD

**LIVE A LITTLE. BETTER.  
STARTING WITH LUNCH.**

**2/3** OF AMERICANS  
EAT A SAD  
LUNCH ALONE  
AT THEIR DESKS.



**EATING  
TOGETHER  
EQUALS BETTER  
WORK PERFORMANCE**



**NOT LEAVING YOUR DESK  
AT LUNCH LEADS TO**



**BURNOUT**



**FATIGUE**



**LOWER  
CREATIVITY**

Source:  
1. Tseng, J., Wang, L., Chang, R., and Bhat, D., "Lunch Break Importance," *Academy of Management Journal*, 2014.  
2. Berman, M., *Journal of Applied Social Psychology*, 2008. "Work and Eating: A Review of the Literature." Why Work Matters. Retrieved from: <http://www.whyworkmatters.com>, 2014.  
Courtesy of IHG Restaurants, the IHG Rewards & Experiences and the Live A Little. Bonus: Earn dining credits from your IHG stays.

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