Nothing Says Romance Like Lobster

According to a New Survey by Harris Interactive, Americans Think Lobster is the Most Romantic Food

ORLANDO, Fla., Jan 22, 2003 /PRNewswire via COMTEX/ --

As Valentine's Day approaches, a survey by Harris Interactive(R) reveals that lobster is the most popular choice for a romantic dinner.

(Photo:  http://www.newscom.com/cgi-bin/prnh/20030109/FLTH002LOGO-a )

The survey, commissioned by Red Lobster, discovered that:

* More than two in five Americans (42 percent) consider lobster to be the most romantic food. Next in line was steak (24 percent), followed by pasta (10 percent), shrimp (9 percent), crab legs (5 percent), chicken (5 percent) and pork (1 percent).

* More than nine in ten Americans (93 percent) plan to dine out at a restaurant this Valentine's Day.

"Lobster is the perfect dish for a romantic, special occasion," said Keith Keogh, executive chef for Red Lobster, the world's largest casual dining seafood company. "It is an exotic delicacy that results in an intimate moment with a loved one, because lobster is hand-held and shareable. Shellfish, especially lobster, is a catalyst for connection like no other food."

The survey by Harris Interactive was conducted by telephone between January 9 and January 12, 2003, with a sample of 1,015 Americans ages 18 or older. To ensure a reliable and accurate representation of the total national adult population, completed interviews were weighted to known proportions for age, gender, geographic region, and race. The margin of error for the total sample is plus or minus 3.1 percent.

Red Lobster operates 670 seafood casual dining restaurants in the United States and Canada. For the Red Lobster nearest you, please call 1-800-LOBSTER or visit www.redlobster.com.

Harris Interactive (www.harrisinteractive.com) is a worldwide market research and consulting firm best known for The Harris Poll (R), and for pioneering the Internet method to conduct scientifically accurate market research. Headquartered in Rochester, New York, U.S.A., Harris Interactive combines proprietary methodologies and technology with expertise in predictive, custom and strategic research. The Company conducts international research through wholly owned subsidiaries -- London-based HI Europe (www.hieurope.com) and Tokyo-based Harris Interactive Japan -- as well as through the Harris Interactive Global Network of local market-and opinion- research firms, and various U.S. offices.

SOURCE Red Lobster

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