



**For Immediate Release**

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## **Bonefish Grill Brings Home a Taste of Iceland Arrival of Arctic Charr Spawns Travel Sweepstakes**

**Tampa, FL** (June 10, 2008) – Fresh from the icy waters of the North Atlantic comes Arctic Charr, a sweet, flaky fish sure to captivate the tastebuds of fish-lovers everywhere. Bonefish Grill will be serving up this delectable treat from now through June 30, 2008.

Considered one of the most ecologically sound choices among aquacultured fish, Bonefish Grill's Arctic Charr is flown in direct from Iceland, where icy waters filtered through volcanic rock contribute to its unique character. Beautifully moist and pink, Arctic Charr is most closely related to trout. On the plate it delivers the best of all worlds: fish that is richly flavored, yet also delicate and flaky.

To celebrate the arrival of this delicious variety, Bonefish Grill is offering a chance to win a five-day trip to Iceland, including airfare, hotel, two days of excursions and \$1,000 in spending money. Anyone over age 18 may sign up to win on the Bonefish Grill website, [www.bonefishgrill.com/sweeps](http://www.bonefishgrill.com/sweeps).

Luckily, those who don't win can get a taste of Iceland much closer to home. "Not many people know this wonderful fish," said Anthony Seta, Master Chef and Bonefish Grill VP of Product Development and Innovation. "It's an ecologically good choice, and also a healthful choice, rich in the Omega-3 acids proven so beneficial to heart health.

"Arctic Charr is also a perfect candidate for our signature wood-fired grilling technique," he said. "It pairs beautifully with our house-made toppings and sauces." Diners can choose from toppings that include a zesty warm mango salsa, refreshing chimichurri sauce, classic lemon butter, and Pan-Asian teriyaki glaze with wasabi cream drizzle.

For limited periods over the next few months, Bonefish Grill will also be featuring another star of the North Atlantic, wolf fish, served with a shrimp and crab almandine topping. A recipe for wolf

fish is now available on the Bonefish Grill website. To access this and download photos, please visit: <http://contact.bonefishgrill.com/medialaunch>.

**About Bonefish Grill:** Simply put, **Bonefish Grill** has created the polished casual dining experience. With attentive personal service and an atmosphere that combines casual attitude and value-conscious prices with a big city bar, guests find themselves amidst a warm and inviting environment.

As the "Fresh Fish Experts," **Bonefish Grill** specializes in market fresh fish cooked to perfection over a wood-burning grill. An unrivaled commitment to quality finds **Bonefish Grill** culinary leaders traveling the globe in search of traditional and unique varieties of fish such as Icelandic Arctic Charr, Florida Grouper and Wild Alaskan Sockeye Salmon at the peak of their seasons. A tantalizing array of sauces and original toppings are made daily using the freshest ingredients. These sauces and toppings range from delicate and light to rich and indulgent and provide a variety of choices. Enticing dishes such as Scampi-topped Filet Mignon, Pork Tenderloin Piccata and Diablo Shrimp Spinach Fettuccine are also among guest's favorites.

Lively community tables teem with shared plates of inspired appetizers, mood martinis, signature cocktails and an evolving wine list that regularly features 40 wines by the glass. Featuring sleek, hardwood floors, commissioned art, eclectic music and knowledgeable service, the dining room is an oasis within which to enjoy a sensational meal. For more information and sample menus, visit [www.bonefishgrill.com](http://www.bonefishgrill.com).

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