



CONTACT:

Kate S. Unger

Kahala | 480.362.4988

ksunger@kahalamgmt.com

Samurai Sam's Teriyaki Grill Celebrates 20 Years

Arizona Brand to Celebrate Milestone with Free Food on April 3rd

SCOTTSDALE, Ariz. – (March 20, 2014) – Samurai Sam's® Teriyaki Grill (www.samuraisams.net) has long been known as a favorite among those seeking great tasting, fresh, high-quality, healthier Asian fare in the quick-service segment. Along with its amazing product quality and craveable dishes is its reputation for being affordable and a quick lunch or dinner solution for every customer on the go. It is because of this positive reputation that Samurai Sam's has enjoyed great success over the last two decades. With April 3rd marking Samurai Sam's 20th Anniversary, it's the perfect time to celebrate with all the customers who have been a part of this brand's history.

In celebration of this special 20-year milestone, Samurai Sam's restaurants across the country will offer the first 20 customers to enter each of the concept's stores on April 3rd a free Teriyaki Chicken Bowl. Additionally, every guest that comes into the stores on this date will receive a free egg roll as a "thank you" from Samurai Sam's.

"Samurai Sam's Teriyaki Grill has proudly served our loyal customers for 20 years and we are honored to have the opportunity to continue offering fresh, flavorful and deliciously healthy Japanese cuisine to our guests each and every day," said marketing director Julie Hoefling. "We are thankful and appreciative to everyone who has supported us through the years and we are beyond delighted to share this special milestone with our customers."

It is evident that April 3rd will mark an exciting day for the brand's locations as franchisees across the country offer free Teriyaki Chicken Bowls to the first 20 customers to enter each store and give free egg rolls to everyone who comes in on this special day of celebration.

About Samurai Sam's® Teriyaki Grill

Headquartered in Scottsdale, Ariz., Samurai Sam's Teriyaki Grill was founded in 1994. Samurai Sam's prides itself on being a great tasting, healthier alternative in the world of traditional quick-service, using only the freshest ingredients and providing quick and friendly service, all at an affordable price. The delicious Japanese-style menu helped put Samurai Sam's in the leading category of quick-service Asian segments. Samurai Sam's currently has more than 30 locations nationwide.

For more information about Samurai Sam's, visit www.samuraisams.net.

For more information about Kahala, visit www.kahalamgmt.com.

#