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Bonefish Grill Turns National Martini Day into a Month-Long Celebration

Guests to Enjoy Hand-crafted Martinis for \$5 Every Monday in June

TAMPA, Fla. (June 1, 2016) — Bonefish Grill is turning National Martini Day into a month-long celebration in June. While the official day dedicated to America’s favorite cocktail is June 19th, the fresh fish experts are offering guests a flavorful array of hand-crafted martinis priced at \$5 every Monday for the entire month.

Bonefish Grill martinis are already a favorite on the restaurant’s extensive bar menu – perfectly complementing their wood-grilled fresh fish and seasonal seafood offerings. In fact, the mighty martini is on-the-rise nationwide. A report published by the U.S. Beverage Alcohol Forum found that vodka – a main ingredient in martinis – accounts for over a third of all spirits consumed in the country, and that number continues to grow.

“At Bonefish Grill, we’re known for our hand-crafted cocktails all year ‘round,” said Leigh Merritt, director of product marketing and food and beverage innovation for Bonefish Grill. “We’re excited to give our guests another reason to love our martinis.”

Bonefish Grill features classic favorites as well as seasonally-inspired recipes. The selection includes flavors to please every palate, from tastes of the tropics in its Wild Orchid Hawaiian Martini and Ocean Trust Tropic Heat Martini recipes to classics like the Ultimate Infused Dirty Martini to fruity creations featuring Fresh Pineapple, Fresh Raspberry, Strawberry Rosé, and Pomegranate Martinis.

The origin of National Martini Day is unknown, though the cocktail made its first definitive appearance in the 1888 edition of *The Bartenders Manual* by Harry Johnson. In mixing a martini, the ingredients are poured over ice and shaken together, then strained into its signature glass. Bonefish Grill takes hand-crafting martinis to another level, starting with its house-infused vodkas, adding fresh squeezed juices, then shaking the carefully mixed concoction a minimum of 20 times to ensure the drink is ice cold.

Guests can enjoy June’s \$5 Monday martini offering at Bonefish Grill restaurants nationwide. Open daily, hours and participation vary by location.

About Bonefish Grill

Bonefish Grill specializes in market-fresh fish from around the world, savory wood-grilled specialties and hand-crafted cocktails. Guests receive “chef’s coat service” and are guided through an innovative, seasonal menu and specials featuring the highest-quality and fresh ingredients. The Bonefish experience is based on the premise of simplicity, consistency and a strong commitment to being incredible at every level. Bonefish Grill is a Consumer Picks Best Seafood Award Winner, recipient of a 2015 MenuMasters Award by Nation’s Restaurant News,

and the 2016 Technomic Consumers' Choice Awards food quality winner. For more information, visit www.bonefishgrill.com, facebook.com/BonefishGrill, follow on Twitter @bonefishgrill and on Instagram @bonefishgrill.

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