



OVERVIEW

- Founded by Don Shula, the winningest Coach in NFL history, Shula's Restaurants is a family of fine American restaurant brands with 25 locations spanning eight states.
- Shula's first restaurant, Shula's Steak House Miami Lakes, opened in 1989
- Shula's Restaurants is a collection of five restaurant brands including:
 - Shula's Steak House
 - Shula's 347 Grill
 - Shula's 2
 - Shula's Bar & Grill
 - Shula Burger
- For a full list of Shula's Restaurant locations, visit <https://www.shulas.com/directory-state/>
- New Shula's Restaurant locations are planned for 2019/2020
- Headquartered in Ft. Lauderdale, FL, Shula's Restaurants is a family owned and operated business including Mary Anne Shula, Chairman of the Board (wife of Don Shula); Dave Shula, Partner and Brand Ambassador (son of Don Shula and a former NFL player and coach); and Carrie LaNoce, Shula Burger Director of Marketing (daughter of Mary Anne Shula)
- The number 347 is significant because it represents the total number of Coach Don Shula's NFL coaching career wins – making Shula the winningest NFL coach of all time.
- Shula Burger has five concession stands inside Hard Rock Stadium in Miami, home of the NFL's Miami Dolphins and the University of Miami Hurricanes football.
- Shula's regularly participates in prominent, invitation-only, national culinary events including the Taste of the NFL and the South Beach Wine and Food Festival.
- Shula's Restaurants was named Best Bites on the Beach at the 2017 South Beach Food and Wine Festival.
- Shula's Steak Houses consistently earns prestigious Wine Spectator awards each year including the 2018 Award of Excellence and the 2018 Best of Award of Excellence.

CONCEPT DESCRIPTIONS

Shula's Steak House

The Original Flagship Steak House That Started It All

Established 1989, Shula's Steak House is a celebration of classic American fine dining. Treat yourself to high-quality menus paired with award-winning wine lists and craft cocktails served on crisp, white table cloths. The menu features our famed Shula Cut® steaks, fresh seafood and inspired sides served in an atmosphere of warmth and sophistication. This polished setting is the perfect backdrop for celebrations, romantic date nights, and professional gatherings. The Each Shula's Steak House offers separate private dining spaces to comfortably accommodate groups of varying sizes.

Cuisine: Steak, Seafood, American

Vibe: Classic, elegant, impressive

Shula's 347 Grill

Refined Casual Dining, Shula's-style

Named in honor of NFL Coach Don Shula's record 347 career victories, Shula's 347 Grill features regional favorites, gourmet salads, Shula Cut® steaks, and fresh specialty fish. Shula's 347 Grill is the perfect spot to meet friends for a spontaneous happy hour, catch up over a family meal, enjoy a cozy date night or network with colleagues over tantalizing menus, craft cocktails and beer and an extensive wine list. Each Shula's 347 Grill offers separate private dining spaces to accommodate groups of varying sizes.

Cuisine: Steak, Seafood, American

Vibe: Stylish, energetic, fun

Shula's 2 Steak & Sports

The Ultimate Sports Bar Experience

Shula's 2 Steak & Sports is the sports enthusiast's destination for great food, and great sports. Wall-to-wall TV's complement the carefully selected drink list, Shula Cut® steaks, seafood and sports bar favorites to create the perfect backdrop to cheer on your beloved team or meet friends for a bite to eat. Choose from a variety of Premium Black Angus burgers, crisp salads, fresh seafood, and shareable appetizers.

Cuisine: Burgers, Salads, Steaks, American

Vibe: Lively, laid-back, hip

Shula's Bar & Grill

Upscale Airport Dining

Shula's Bar & Grill combines our famed Shula Cut® steaks with our mouthwatering Shula burgers, signature appetizers and full bar in a comfortable respite from the typical airport chaos. Enjoy a calming cocktail, craft beer or glass of wine alongside our most popular menu items from the legendary Shula's restaurant brand.

Cuisine: Steak, Burgers, American

Vibe: Relaxing, laid back, upscale

Shula Burger

Shula's Upscale Fast-Casual Dining

Shula Burger takes the same quality Shula Cut® ground Black Angus chuck and blends it with short rib and brisket to create an award-winning burger. Established in 2012, Shula Burger serves an undefeated burger that is always fresh, never-frozen, served alongside our chef-driven menu featuring fresh salads, craveable appetizers, sandwiches and desserts. Guests can enjoy a glass of wine or craft beer while they wait for their hand-crafted burgers. Take-out and delivery is available.

Cuisine: Burgers, Sandwiches, American

Vibe: Upscale fast casual

KEY EXECUTIVES

Don Shula – Founder

Mary Anne Shula – Chief Executive Officer, Shula's Steak Houses, LLLP

William Freeman - Chief Executive Officer, Shula's Steak Houses, LLLP

Dave Shula – Partner and Brand Ambassador, Shula's Steak Houses, LLLP

Pamela Davis-Day – President, Shula Burger

Katherine Gonzalez – Controller, Shula's Steak Houses, LLLP

Kristen Thompson – VP of Marketing & Public Relations, Shula's Steak Houses, LLLP

Carrie LaNoce – Director of Marketing, Shula Burger, LLC

THE SHULA CUT®

Our Premium Black Angus Beef is hand selected based on 10 science-based specifications in marbling, maturity, uniformity, flavor, appearance, consistency, and tenderness. These custom selections are then aged to perfection for an average of 28 days to optimize flavor and tenderness and then cut to Shula's industry-leading specifications using only the most desired center cuts ... creating The Shula Cut®. Less than 1% of all beef sold in America qualifies for The Shula Cut®.

Our Shula Cut® steaks are so tender and flavorful, all they need is a dusting of our own "Perfect Seasoning" of Kosher salt and ground black pepper before being grilled over an open flame to caramelize the beef and seal in the natural juices. One taste and you'll know why the Shula Cut® is still Undefeated!

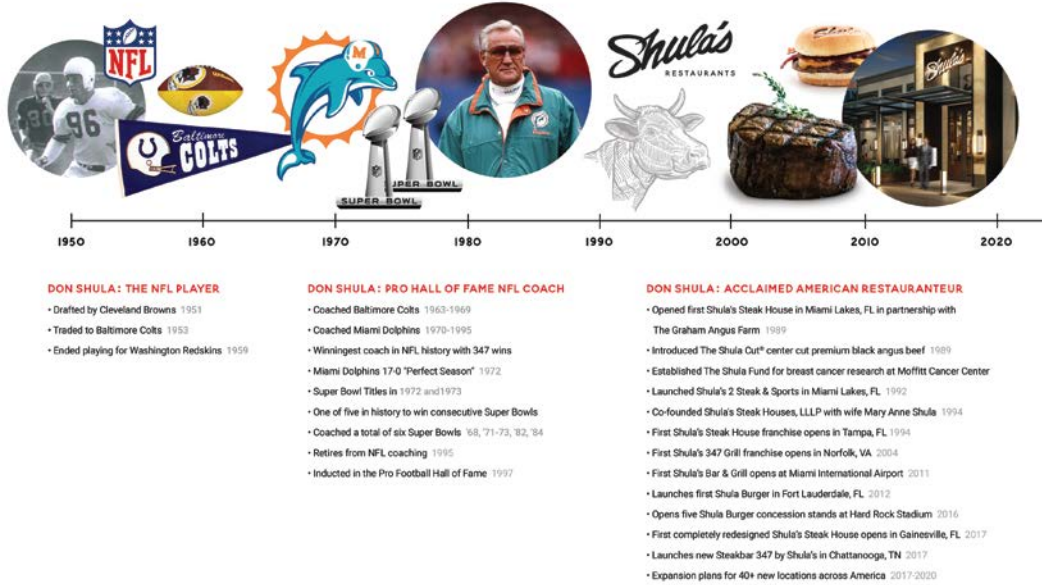
AWARDS AND RECONIGNITION

Shula's Restaurants consistently receives high marks across many online restaurant and travel review sites such as OpenTable and TripAdvisor, top ratings from independent publications such as Wine Spectator, and favorable recognition from the press such as NBC, Food Network, The Cooking Channel, and many others.



ABOUT DON SHULA

- Coach Don Shula is considered both “The Greatest NFL Coach of All Time” with 347 total career wins and is celebrated as one of America’s most accomplished restaurateurs. His 1972 Miami Dolphins team is the only NFL team to go undefeated and he coached a total of six Super Bowl teams – including wins in 1972 and 1973.



CHARITABLE GIVING: THE SHULA FUND

- Shula's Restaurants supports The Shula Fund, which was founded by Don and Mary Anne Shula. The Shula Fund solely supports Florida's top cancer hospital, the Moffitt Cancer Center, helping to fund research projects that contribute to the prevention, treatment, and cure for cancer.
- Over \$3 million has been donated to date to the Moffitt Cancer Center through The Shula Fund.
- Moffitt treats more than 1,000 newly diagnosed breast cancer patients each year.
- Shula's Restaurants and its fans contribute to the Shula Fund through various promotions and events.

MEDIA CONTACT

For additional information or to request images for editorial use, please contact:

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