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CONTACT: Jessica Nicholas
Armanasco Public Relations, Inc.
831-372-2259
jnicholas@armanaso.com

Sardine Factory Lounge Attracts Younger Patrons

*Piano bar, small plates and drink specials appeal to younger patrons;
A new trend in fine dining emerges*

MONTEREY, CALIF. – In October 1968, the Sardine Factory opened its doors on Monterey's then nearly deserted Cannery Row. Its owners, young entrepreneurs Ted Balestreri and Bert Cutino, were barely in their 30s. The Sardine Factory has since grown to be one of the highest rated and top grossing restaurants in the country, appealing to an upscale clientele wanting an elegant dining experience.

"Lately, we've noticed a new trend emerge among our patrons. The Sardine Factory may be getting older – we're 42 this month – but our clientele seems to be getting younger," said Ted Balestreri, Sardine Factory CEO.

The change became apparent when the Sardine Factory re-launched its front Lounge, adding a lively piano player who tickles the ivory to the tune of retro and current Top 40 hits. Affordably priced small plates and drink specials also appeal to a younger professional crowd.

"I moved to Monterey in September and visited the Sardine Factory on my first weekend out. The food and service was phenomenal, but I'm not always in the mood for a fancy meal. The lounge is a perfect spot for my friends and me, because we still can enjoy the delicious food, but it's a more relaxed atmosphere and there's live entertainment. People really get into the piano," said Jonathan Price, 27, a Chartered Financial Analyst from Washington, D.C.

"I like starting my evening at the Sardine Factory Lounge," said Camille Mayo, 24, an event director from Aptos, Calif. "It's perfect for appetizers and cocktails before a night out with the girls."

Menu highlights include "The 5 Bucks" choice of small plates, featuring Bloody Mary Oyster Shooters, Crab Stuffed Mushroom, Fried Artichoke Rings and more. Other favorites are the Factory Burger for \$12 and the Steinbeck Platter, a three-course meal for only \$17.95. Also served in the Lounge are specialty cocktails, wine, tapas, soups, salads, seafood, bar items, sandwiches and pizza.

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About the Sardine Factory Restaurant

The Sardine Factory, established in 1968, combines fresh seafood, USDA Prime meats and produce with impeccable service, an award-winning wine cellar and four distinct dining rooms. Promising guests the dining experience of a lifetime, the restaurant has received the Distinguished Restaurants of North America (DiRoNA) Award, Wine Spectator's Grand Award, Restaurant Hospitality's Best Wine List in America, in addition to being named to the Top Ten Most Romantic Restaurants on the Central Coast by Open Table, among many other honors. The Sardine Factory is located on historic Cannery Row at 701 Wave Street in Monterey. For more information visit www.sardinefactory.com or call 831.373.3775.