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FOR IMMEDIATE RELEASE

Famous Dave's Burnt Ends Sizzling Hot with Guests

MINNEAPOLIS—On April 15th, [Famous Dave's](#), (NASDAQ: DAVE), became the first craft BBQ brand to elevate a regional BBQ staple to the national stage – Burnt Ends. Just a week in and consumer response has been as hot as the griddle that creates their dark, caramel finish.

“Burnt Ends immediately became our top selling appetizer, outselling our second most popular appetizer by three-to-one,” said John Gilbert, CEO. “We’re selling more than double the item volume as we did during our product test marketing. It’s fair to say that this addition has resulted in incremental sales at the restaurant level; we’ve seen nearly a double-digit increase in appetizer sales, alone. Our guests have discovered Burnt Ends and they’re letting us know how incredible they are.”



Word cloud: Famous Dave's Guest comments on new Burnt Ends

Customer comments are streaming in through traditional channels such as the Famous Dave's Guest Relations and restaurant teams. The company is also in the midst of a social media campaign, [#BBQGold](#), encouraging Burnt Ends fans to submit their comments and pictures via [Facebook](#), Twitter and Instagram. The company launched Burnt Ends with a new advertising campaign and its [television spot](#) had thousands of views on YouTube within the first few days.

“They are the most tender piece [sic] of meat I have ever eaten,” wrote one Facebook fan. “Tried them for the first time last week and

was knocked out by how great they were...” Twitter fans added, “The burnt ends at @Famous_Daves were out of this world”; and “Mmmm... Yummy Burnt Ends at Famous Dave's! You gotta try 'Em”.

A long-held staple in Kansas City, Burnt Ends have largely remained a limited commodity in the barbecue world, the intense flavor coming from select portions of slow-smoked brisket where the juices mix with sugars and seasoning to create a smoky, crispy bark. It was the portion of the brisket that pitmasters kept for themselves or served only to the first guests through the door.

“The incredible success of Burnt Ends demonstrates the truth of this brand,” added Gilbert. “Not only are we authentic about everything BBQ, we’re the only brand with the team capable of delivering

something as craft-made as Burnt Ends on a national scale without sacrificing taste or quality. This is a great day in BBQ.”

About Famous Dave’s

Famous Dave's of America, Inc. (Nasdaq: DAVE) develops, owns, operates and franchises barbeque restaurants. The company owns 53 locations and franchises 135 additional units in 34 states, 1 Canadian province and the commonwealth of Puerto Rico. The menu features award-winning barbequed and grilled meats, a large selection of salads, side items and sandwiches and unique desserts. Famous Dave's has won almost 700 awards for everything from best ribs to best Bar-B-Que sauce to best cookbook. For more information, please visit www.famousdaves.com.

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