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## **III FORKS OPENS IN DOWNTOWN'S HOUSTON PAVILIONS**

### ***PRIME STEAKHOUSE TO FEATURE LUNCH, DINNER AND AMPLE PRIVATE DINING SPACE***

**HOUSTON (Oct. 27, 2009)** – III Forks, an award-winning steakhouse and national landmark in Texas, opens today in Houston at 1201 Fannin Street, Suite 129, marking another much-anticipated restaurant to launch in Houston Pavilions – the 700,000 square-foot urban retail and entertainment development located downtown. III Forks offers Houston a contemporary evolution of the classic steakhouse in a downtown hotspot sizzling with style, an energized bar and lounge, and a savvy menu featuring only the best USDA Prime steaks in addition to ocean-fresh seafood, and lighter, local favorites.

III Forks is finished in mahogany and marble and features an inviting foyer with a modern, glass-enclosed wine cellar on both sides of its entrance “hallway,” greeting guests with an array of more than 1,500 bottles of the finest wines from around the world. A cellar temperature of 58 degrees is maintained in the wine cellar, while white wines are stored at 45 degrees in an additional wine cooler. The sophisticated, yet approachable wine list contains 400 choices, including 23 by the glass.

The team behind the Houston restaurant is led by Executive Chef and General Manager **Ozzie Rogers**, a III Forks veteran since 1998. Joining Rogers is Jennifer Blades, private dining manager. Rogers will oversee operations for the nearly 11,000-square-foot space, which has seating capacity for 325 patrons. The restaurant will feature more than 2,200 square-feet of private dining space in four different rooms, including two private rooms – the Poker Room and Captain’s Room. Unique in its views, the Poker Room sits behind the bar of III Forks and on the corner of the busy intersection of Fannin and Dallas, providing guests with a private but bird’s eye view of the restaurant and of the Central City’s busy streets.

The main dining room, called the Legends Room, boasts a 20-foot ceiling and is adorned with nostalgic photographs and magnificent glowing brass bead chandeliers that will dazzle even the most conservative guests. The Palm Room dining room offers rich woods, semi-private booths and antique mirrors.

Much of III Forks success is centered on its stringent specifications for beef. Last year, for instance, 24.5 billion pounds of beef were processed in the U.S. Of that, less than 2.5 percent graded as “Prime,” the highest rating by the USDA. Among the more than 700 beef processors, only 35 handle younger, USDA prime grade beef required by III Forks. “Our specifications are demanding,” said

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proprietor/general manager Ozzie Rogers. “Only six processors meet our standards so that means that less than half a percent of all U.S. beef makes the III Forks grade.”

New to the III Forks brand, the Houston restaurant introduces an extensive lunch menu, complete with a “Local Favorites” section that includes favorites such as sandwiches – Prime Burger, French Dip Au Jus, Grilled Chicken Sandwich, Ribeye Sandwich and III Forks signature T.B.L.A.S.T. Sandwich, a Tomato, Bacon, Lettuce, Avocado, Swiss and Turkey sandwich. Salads on the Local Favorites menu include a sweet Honey Shrimp salad, a Thai Chicken Peanut Salad, a Salmon Caesar Salad and a made-to-order Tenderloin Salad. If that isn’t enough, diners can enjoy a Roasted Chicken with spicy red pepper sauce too, as well as variety of tempting appetizers, Prime Beef, chops and seafood.

Dinner at III Forks can include the "Beef Market" side of the menu, which offers tender Filet Mignon, Bone-in Ribeye, New York Strip and succulent Double Cut Pork Chop. Equally impressive is the "Fish Market" side of the restaurant’s inviting menu, with tantalizing favorites such as Salmon, Chilean Sea Bass, Scallops and Lobster Tails. Diners also can enjoy the “Local Favorites” for dinner as well as scrumptious side dishes such as mouth-watering Six Cheese Potatoes, Off-the-Cob Cream Corn, Sautéed Spinach and everyone’s favorite, Mac and Cheese. Homemade desserts include Bread Pudding, Chocolate Ganache, Cheesecake, Texas Pecan Cake and Crème Brûlée.

III Forks is a part of Consolidated Restaurant Operations, Inc. (CRO), which operates more than 84 full-service and 33 franchise restaurants located in 12 states. CRO employs approximately 6,000 full and part-time employees. CRO has been named the 60th largest private company in the Dallas-Fort Worth area. Combined, the company serves more than 14 million meals annually.

## **ABOUT III FORKS**

III Forks Houston is open Tuesday – Thursday from 11:00 AM to 10:00 PM, Friday from 11:00 AM to 11:00 PM, Saturday from 4:00 PM to 11:00 PM and Monday from 4:00 PM to 10:00 PM. The restaurant is closed on Sunday. III Forks features Happy Hour on Monday – Saturday from 4:00 PM to 7:00 PM with \$5 sommelier picks from the wine cellar and \$5 III Forks specialty martinis. III Forks accepts MasterCard, Visa and American Express. Reservations may be made by calling 713-658-9457 or by going online at [www.opentable.com](http://www.opentable.com).

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