



## **Del Frisco's Restaurant Group Announces Partnership With Veteran Roasters Cup O' Joe Company to Support Veterans by Serving Cup O' Joe Coffee at All Three Restaurant Concepts**

SOUTH LAKE, Texas, Nov. 28, 2017 (GLOBE NEWSWIRE) -- [Del Frisco's Restaurant Group](#), Inc. (NASDAQ:DFRG) today announced a partnership with Veteran Roasters Cup O' Joe, a company founded to help end homelessness and chronic unemployment in the veteran community. Beginning January 31, 2018, all Del Frisco's Restaurant Group locations will serve Veteran Roasters Cup O' Joe coffee. The coffee will be supplied by distribution company, Tradecraft Coffee & Tea Outfitters.

Veteran Roasters Cup O' Joe was started with the mission of being as committed to veterans as they were to our country while they wore the uniform. They honor their service by employing homeless and chronically unemployed veterans, providing skills and training in the coffee industry and paying a living wage to get them back on their feet and a life they deserve.

"Veterans have defended our freedom and we're thrilled to be able to support those who put their lives on the line for our safety," said Norman Abdallah, Chief Executive Officer of Del Frisco's Restaurant Group, Inc. "We are honored to partner with Veteran Roasters Cup O' Joe, a company that serves the bigger cause of ending homelessness and unemployment for veterans, while roasting incredible coffee. We look forward to furthering Cup O' Joe's mission, while also providing our customers with a premium quality coffee."

Veteran Roasters Cup O' Joe coffee is blended from pulped natural Brazil and elegant washed Ethiopian coffee beans. The exotic blend of Brazil and Ethiopian coffee beans is roasted separately then blended to form a rich, creamy chocolate flavor. The base notes are a vibrant blast of citrus acidity with a deep molasses balancing out the blend.

"The rate of unemployment and homelessness among veterans is extremely disappointing and Veteran Roasters Cup O' Joe was started to help change the current statistics," said Kip Doyle, Partner in Veteran Roasters Cup O' Joe. "We are so honored to be part of the Del Frisco's family who share our commitment to those who served. Our tag line says it all, "They were on the ground for us, buy these grounds for them."

### **About Del Frisco's Restaurant Group**

Based in Southlake, Texas, near Dallas, Del Frisco's Restaurant Group, Inc. is a collection of 53 restaurants across 23 states and Washington, D.C., including Del Frisco's Double Eagle Steak House, Sullivan's Steakhouse, and Del Frisco's Grille. Del Frisco's Double Eagle Steak House serves up flawless cuisine that's bold and delicious, an extensive award-winning wine list and a level of service that reminds guests that they're the boss. Sullivan's Steakhouse is a great neighborhood place for a big night out on the town - with outstanding food, hand-shaken martinis, an award-winning wine list, and live entertainment all under one roof. Del Frisco's Grille is modern, inviting, stylish and fun, taking the classic bar and grill to new heights, and drawing inspiration from bold flavors and market-fresh ingredients. For further information about our restaurants, to make reservations, or to purchase gift cards, please visit: [www.DelFriscos.com](http://www.DelFriscos.com), [www.SullivansSteakhouse.com](http://www.SullivansSteakhouse.com), and [www.DelFriscoGrille.com](http://www.DelFriscoGrille.com). For more information about Del Frisco's Restaurant Group, Inc., please visit [www.DFRG.com](http://www.DFRG.com).

### **About Veteran Roasters Cup O' Joe**

Veteran Roasters Cup O' Joe coffee was founded with two very simple, but focused missions; find veterans who are homeless or at risk of being homeless and give them an opportunity to gain back their dignity...and roast the best damn coffee on the planet! Veteran Roasters Cup O' Joe is as committed to every veteran as they were to us when they wore the uniform, honoring their service by hiring veterans and paying a living wage so they can get back to a life that they deserve. Veteran Roasters Cup O' Joe is available at all Del Frisco's Restaurant Group locations as well as online on their website and Amazon. For more information about Veteran Roasters Cup O' Joe and how you can make a difference in supporting homeless veterans, please visit <http://veteranroasters.com/>.

**Media Contact:**

Madison McGillicuddy

ICR

(203) 682-8269

[madison.mcgillicuddy@icrinc.com](mailto:madison.mcgillicuddy@icrinc.com)

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