

## Joe's Crab Shack Introduces Executive Chef/Director of Culinary and New Menu Items

2008-01-16

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First Step towards Joe's New Look Nationwide

Joe's Crab Shack today announces the addition of its new executive chef and director of culinary, Matthew Dunn, as well as eight new craveable menu items. The new selections advance the restaurant's goal of providing its customers with the highest-quality menu offerings that are best described as 'seafood with an attitude(TM).'

Joe's Crab Shack hired Dunn to oversee menu development for the 119 restaurants nationwide. Dunn worked under Stephan Pyles at Star Canyon. During his tenure with Pyles, Dunn earned national praise for his work as concept chef with Star Canyon and went on to become executive chef of Stephan Pyles Restaurant. He brings an extensive culinary background with top positions at Bristol Hotel Company and upscale Texas grocery chain, Central Market. Most recently, Dunn was executive chef at Dallas hot-spot Hibiscus.

'We are excited to have Matthew Dunn, a chef who epitomizes 'seafood with an attitude,' on board at Joe's Crab Shack,' said Robin Ahearn, vice president of marketing and menu for Joe's Crab Shack. 'Matthew brings a strong, diverse culinary experience and understands our focus on providing high-quality food in a casual, relaxed setting.'

To complement its new menu, the interior of Joe's Crab Shack locations will receive a refreshed look and feel. The new interiors will include shiny new red and blue painted walls with colorful fiberglass surfboards displayed throughout the restaurant and polished concrete floors. At first glance the new interior looks more refined, but the laid-back, casual 'seafood with an attitude(TM)' vibe remains at the heart of the restaurant. The first market to unveil the new look is Houston.

'Our new interior and menu options are examples of our commitment to provide customers with the highest-quality seafood and exceptional service, while keeping the atmosphere everyone knows and loves about Joe's Crab Shack,' Ahearn added.

New menu items include:

**GARLICKY MUSSELS:** Sautéed in a rich garlic sauce and served with garlic bread, this appetizer is bursting with flavor.

**SURF N' TURF BURGER:** A big, juicy peppercorn burger topped with crunchy breaded shrimp, crispy onion strings and Joe's own flavorful remoulade sauce - **WARNING**, may induce strong cravings for more.

**BIG EASY SHRIMP PO'BOY:** A down-south, down-home favorite. Tons of crunchy, breaded shrimp on a soft baguette with fresh lettuce and tomatoes, topped with Joe's famous remoulade sauce.

**SEASIDE PLATTER:** It's a triple threat, crispy fish fillet, crunchy shrimp and lightly breaded scallops served with fries and coleslaw.

**BIG SHRIMP PLATTER** - For the serious shrimp lover. Joe's famous fried shrimp, coconut shrimp and parmesan shrimp - it's a crispy, crunchy meal served with fries and dipping sauce.

**SEA TURTLE SUNDAE:** To finish off a delicious meal, try this gooey chocolate cake a la mode, topped with caramel and candied walnuts.

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