

Grey New York Chosen as Agency for LongHorn Steakhouse

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Grey today announced that its Grey New York flagship office has been selected as the advertising agency-of-record for LongHorn Steakhouse. Grey will focus on refining LongHorn's brand position and launch a new integrated communications program.

LongHorn Steakhouse is owned by Darden Restaurants, Inc., the world's largest full-service restaurant company and owner and operator of 1,700 restaurants that also include Red Lobster, Olive Garden, The Capital Grille, Bahama Breeze and Season's 52 restaurants.

Grey New York has served as the agency-of-record for Olive Garden since 1984.

LongHorn Steakhouse, which operates more than 300 restaurants across the Eastern, Southern and Midwestern U.S., serves only the finest quality beef, chicken, pork and seafood, grilled to order, in a comfortable, inviting atmosphere. They are known for the American tradition of great steaks served with warmth and friendliness.

Dave George, President of LongHorn Steakhouse said, "Grey has been an outstanding marketing partner in the growth and success of the Olive Garden brand. We look forward to the creativity, strategic thinking and deep understanding of the casual dining marketplace they will bring to LongHorn as we continue to expand this premier brand."

Steve Hardwick, President of Grey New York, said, "We're very proud of our partnership with Darden. Adding LongHorn gives us another chance to create a powerhouse brand like Olive Garden. A very exciting opportunity."

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