

# SAMS BOAT

## Gulf Coast Kitchen + Sports Bar

### A Texas Treasure Prepares for Multi-State Franchising Launch

**HOUSTON, Texas (October 14, 2014)** ---- In 1975, a group of Houstonians visited Mexico for a taste of local flavor while they were nearby hunting. Their experience with great food, fun atmosphere and ice cold beverages at a local restaurant was the impetus for what Texans know and love today as [Sam's Boat Gulf Coast Kitchen + Sports Bar](#) restaurants. Today, the brand is planning to share the joy in expanded markets by offering franchise opportunities, led by Sam's Boat President and CEO, Stephen David.

Stephen "Steve" David, a 30 year veteran of the restaurant business, built his career with such well known brands as TGI Friday's, Olive Garden, Kenny Roger's Roasters, and Buffalo Wild Wings. He now believes the time is right to open the privately held company for franchise opportunities and capitalize on the points of difference that Sam's brings to the casual dining and sports entertainment segment.

"In 2007, we launched the Aloha Restaurant Group and our first acquisition was Sam's Boat Restaurant and Bars. I was well acquainted with the [original location on Richmond Avenue](#) in the Houston Galleria during previous trips to Houston. I knew immediately after joining Sam's in 2006 that there was a great opportunity to expand the brand. We now have four locations: the original Richmond Avenue in Houston, Texas; Austin, Texas; Lake Conroe, Texas; and Seabrook, Texas on Clear Lake. Today, we are well positioned for a [regional franchise rollout](#) where we will be able to control our growth, maximize the brand awareness and provide outstanding support," said David.

Not familiar with Sam's Boat? Sam's Boat has been a Texas tradition for more than 30 years. It started on the side of the road selling ice cold beer "the right way", along with world famous spicy crawfish, crab balls and Po' Boys back in 1981, proceeded to acquire Sam's Place right next door in 1992 to cater to a broader clientele bringing great south of the border cuisine to guests. Then, they connected the two restaurants and built a huge outdoor deck, became known as the best place for live music and the "true" Sams Boat experience and concept was born.

Envision a casual atmosphere that attracts everyone from sports fans of every age on game day, young professionals, business lunch guests, boaters in flip flops, tourists, families, industry folks and great bar crowds at night. Add a quirky, Gulf Coast vibe complete with distressed wood décor, colored lights, tin platters, high def big screen TVs in every direction, stage areas for live music and a dose of nautical décor with no generic casual dining atmosphere. But what separates Sam's Boat from all the competition – wait for it – what every restaurateur knows must lead with – it's the food!

Core [menu selections](#) include fresh Gulf Coast seafood items, like Shrimp and Crawfish Etoufee, Seafood Gumbo, Shrimp Tacos, Stuffed Jalapenos, influenced by neighboring Louisiana and Mexico. World famous hot and spicy Crawfish and buttery Crab Legs hit the menu each season with great anticipation and huge demand. Other local favorites include Mahi Mahi, Grouper, Redfish, fresh Angus beef burgers to mouth watering Crab Cakes. To quench your thirst, Sam's Boat restaurants are known for always having delicious margaritas and "real ice cold beer" – that's right, there are no refrigerated coolers at the bars, every bottle is plucked right out of big ice tub and dropped into a brown paper bag for your drinking pleasure. That is part of the charm of the brand.

"I don't believe I have ever met one person in my 8+ years in Houston as the CEO overseeing our concept and brand that didn't have a great story and an experience to share about going to Sam's Boat over the years. We have now crossed over into a new generation and have many guests whose parents actually met at Sam's! It is the magic of the brand and why we have such a long history of success. And, it is now the reason we are introducing our brand for franchising throughout the southeastern United States to new partners with restaurant experience and a true passion to be in this industry," said Steve David.

Individuals and groups interested in franchising opportunities with Sam's Boat can contact the brand's headquarters in Houston, Texas at 713-781-6868 or visit <http://www.samsboat.com/franchising/>. Learn more about Sam's Boat at [www.samsboat.com](http://www.samsboat.com).

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