

For Immediate Release:

Media Contacts:

Kevin Behan [kbehan@919marketing.com](mailto:kbehan@919marketing.com) 919.459.3595

Sue Yannello [syannello@919marketing.com](mailto:syannello@919marketing.com) 919.459.8162

## **Golden Corral Launches the Ultimate 7-Day Brunch**

(May 16, 2017) – Golden Corral, the nation’s #1 buffet-grill chain, announced the introduction of 7-Day Brunch. 7-Day Brunch provides passionate Golden Corral fans more of the brand they love by opening earlier seven days a week for one-of-a-kind brunch items. Beginning on Monday, May 22, Golden Corral will introduce its new 7-Day Brunch menu, serving brunch from 9:30 a.m. to 2:00 p.m. every day. All restaurants will also be opening for Weekend Breakfast at 7:30 a.m. Friday – Sunday, starting on May 26.

Golden Corral’s new 7-Day Brunch menu features breakfast favorites, two delicious new items, and lunch classics. Popular items include New Strawberry Cheesecake French Toast, made-to-order omelets, sausage and egg skillet, carved glazed ham, crispy bacon, fluffy pancakes, scrambled eggs, and biscuits.

“Golden Corral is excited to provide our guests with a truly unique brunch buffet experience seven days a week,” said Lance Trenary, President and CEO of Golden Corral. “Brunch is the perfect buffet meal experience, and we’re uniquely positioned to offer our guests an incredible number of choices at brunch to enjoy.”

The chain is capitalizing on the growing trend of brunch and the appeal of breakfast items. Golden Corral successfully tested 7-Day Brunch in several markets late in 2016, resulting in increased sales, traffic, and profitability with high marks from customers on overall satisfaction and value. Customers responded favorably to the opportunity to eat brunch over an extended timeframe any day of the week.

A new advertising campaign will launch with the new 7-Day Brunch offering. The campaign celebrates Golden Corral guests and how they enjoy the many choices that the buffet concept offers every day.

####

### **About Golden Corral:**

Golden Corral, based in Raleigh, N.C., is the nation’s #1 buffet-grill restaurant chain with 485 restaurants operating in 42 states as of January 1, 2017. Golden Corral is famous for its variety, including USDA steaks cooked to order, rotisserie chicken, awesome pot roast, hot yeast rolls, and desserts like homemade carrot cake and the Chocolate Wonderfall®.