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Rib Crib Opens Store No. 6 in OKC Market

Rib Crib BBQ & Grill, a Tulsa-based barbecue chain, announces the opening of its newest restaurant at 4801 NW Expressway in Oklahoma City.

“Despite the economy’s negative effect on many casual dining restaurants nationwide, we are pleased that Rib Crib is continuing to expand throughout Oklahoma’s larger metropolitan areas,” said Bret Chandler, Rib Crib founder and president.

Previously the site of Lone Star Steakhouse, the property underwent a \$2.2 million conversion this spring to become the sixth Rib Crib store in the Oklahoma City area. The remodel included several features unique to the market, including a closed kitchen design and décor that combines Rib Crib’s rustic lodge look with original artwork by Oklahoma artists.

The approximately 200-seat store has a relaxing outdoor patio and waiting area as well as one of the largest bars in the Rib Crib system, seating 14 at the bar top. In addition, the bar area features a 47-inch LCD TV for patrons to enjoy.

The location has 105 employees, with the opening management team comprised of assistant managers Kevin Wendland and Michael Sauer and general manager Johnnie Hennan, who reports customer traffic has remained steady since the store’s opening on June 15.

(more)

“We are experiencing growth in some areas immediately, and we are happy with the turnouts during our inaugural month,” he said.

Several promotions are currently running at the new location, which features Rib Crib’s award-winning, slow-smoked meats, and fire-grilled entrées including chicken breast sandwiches and Angus® beef hamburgers. A popular weekly event is the restaurant’s “Business Partner and VIP Appreciation” cocktail party on Wednesday and Friday evenings, when the store provides free appetizers for 10 to 15 people.

“These parties are our way of saying thank you to the business community by giving our friends a great atmosphere to unwind,” Hennan said.

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About Rib Crib BBQ & Grill

With 42 locations in eight states, Tulsa-based Rib Crib BBQ & Grill offers a family-friendly menu featuring a wide variety of hickory-smoked meats served in sandwiches, dinners, salads and combination platters. Open daily for lunch and dinner, Rib Crib’s bold barbecue is perfect for dining in, carryout or catering.