



MEDIA KIT

UPDATES 2026

STORY ITEMS

- Fresh-Baked Bread
- Hand-Cut Steaks
- Fall-off-the-Bone Ribs
- Made-From-Scratch Sides
- Legendary Margaritas
- Ice-Cold Beer



Legendary **FOOD**, *Legendary* **SERVICE**[®]

THE BEGINNING— It All Started on a NAPKIN

HIS VISION WAS CLEAR — to create an affordable Texas-style restaurant with Hand-Cut Steaks, Fall-Off-The-Bone Ribs, and Ice-Cold Beer. The problem was finding others to believe in that dream. After countless pitches, 80 plus rejections and an airport chase with Larry Bird, Kent finally found a cure to his ailing dream when three Elizabethtown, Kentucky doctors agreed to provide \$300,000 in start-up capital. Using a cocktail napkin, Kent sketched out the design of the first Texas Roadhouse to share with his new partners, and Texas Roadhouse was launched in Clarksville, Indiana on February 17 1993 — the rest is our history.



FOOD

AN APPETITE TO DO BETTER — Serving families safe, nutritious food starts with responsible sourcing and delicious Hand-Cut Steaks.



COMMUNITY

AT THE HEART OF IT ALL. We're proud to support our communities; from hometown heroes and local sports teams to disaster relief efforts and local nonprofits. We're proud to be active members in our communities.



EMPLOYEES

OUR SECRET TO SUCCESS. For a diverse and inclusive culture, partnership is everything.



SUSTAINABILITY

WASTE NOT. From bees to trees, preserving natural resources and reducing food, water, and energy waste is just the start.

Download the [SUSTAINABILITY REPORT](#)

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- [National Facebook](#)
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ADDITIONAL LINKS:

- [Annual Report](#)
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Questions?
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