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STARK'S STEAKHOUSE: NOT JUST FOR SPECIAL OCCASIONS ANYMORE

*Mark's back in the kitchen with an expanded menu of lower-priced entrees,
Including fresh fish, house-made pastas and more*

SANTA ROSA, CA September 16, 2009--- In response to a changing economy and dining habits, Santa Rosa restaurateurs Mark and Terri Stark announce a number of new developments at their Railroad Square eatery Stark's Steakhouse. Opened in January of 2008 as a classic steakhouse, the restaurant is the latest venture by the couple, who also own the popular Willi's Wine Bar and Monti's Rotisserie and Bar in Santa Rosa, and Willi's Seafood and Raw Bar in Healdsburg.

Says executive chef and owner Mark Stark, "Our vision for Stark's as being the place to get the best steaks (and the best variety of steaks) in the North Bay hasn't changed one iota, but early on we developed a reputation for being a 'special occasion' destination. To survive in these tough economic times, we need to offer a menu that is more approachable to a wider variety of diners without compromising on our standards of quality. We felt that the best way to do that was to expand the offerings on our menu."

Terri Stark adds, "We feel good about offering dishes with broad appeal at a number of price points. With our larger menu, we've truly got something for just about everyone, whether they're a steak or seafood lover, vegetarian, or a kid whose idea of the perfect dinner is a big bowl of mac and cheese."



Following is a list of the recent changes at Stark's Steakhouse

Larger menu with more choices: In addition to Stark's extensive selection of highest quality, all-natural Prime Certified Angus beef, in-house dry-aged beef, grass-fed beef and American Kobe, now there's something for every taste and budget.

9 entrees under \$20: Everything from fresh fish and house-made pastas to "Chicken Under a Brick" and burgers---even a "Chef's Happy Meal" for grown-ups, complete with toy.

5 new seafood entrees: Chef Mark Stark has come up with a seasonal seafood menu exclusively featuring sustainable fish and shellfish. New seafood entrees include Caramelized Butterfish with Potato Mushroom Hash and Ginger Vinaigrette, and Tamarind Barbecued Wild Prawns with Cilantro-Pumpkin Seed Pesto and Jicama-Watermelon Slaw.

3 new house-made fresh pasta entrees: Stark's is taking full advantage of the large production area in its landmark building by installing a top-of-the-line Italian pasta machine to make fresh pastas onsite daily. Pasta entrees are available in full and half orders. Current offerings include Ricotta and Goat Cheese Gnocchi with Cherry Tomato Pesto and Lobster Ravioli with Lemongrass Butter and Crispy Pancetta.

Prime Rib every night: Once a popular Saturday night-only special, Real Prime Rib with Roasted Garlic Jus and Horseradish is now served every night from 5:00 pm until it runs out.

All-day menu Monday through Friday: Stark's now opens at 11:30 am Monday through Friday and stays open right through dinner, closing at 9:00 pm Monday through Thursday and at 10:00 pm on Friday. Saturday and Sunday dinner hours remain the same, from 5:00 pm to 10:00 pm on Saturday and 5:00 to 9:00 pm on Sunday.



More to be Happy about at Happy Hour: Voted the number one Happy Hour in Santa Rosa by Urbanspoon, Stark's offers bigger than bite-sized appetizers at wallet-pleasing prices Monday through Friday from 3:00 pm to 6:00 pm with live music on Fridays and even more beef Wednesdays and Thursdays when Beefeater Martinis are only \$2.00.

No corkage: For a limited time, Stark's is waiving corkage on wines guests bring in to drink with their meal.

Mark is back in the kitchen at Stark's: Stark Reality Restaurants have always promoted staff from within, and as a result have veteran staff in place at all four restaurants: Stark's Steakhouse, Willi's Wine Bar, and Monti's Rotisserie and Bar in Santa Rosa, and Willi's Seafood & Raw Bar in Healdsburg. Mark will continue as Executive Chef at all four and is excited about making the Steakhouse his home base.

About Stark's Steakhouse

Opened in January 2008 by restaurateurs Mark and Terri Stark, Stark's Steakhouse is located in a landmark building in the West End district of Santa Rosa's Historic Railroad Square. Under the direction of executive chef/owner Mark Stark, the kitchen specializes in all natural corn fed, grass fed, Prime Certified Angus, and in-house dry aged steaks, and now features an extensive menu including fresh seafood and house-made pastas. The restaurant includes a lounge with piano, fireplace and full bar in addition to a banquet room with its own bar seating up to 50 and a private wine cellar dining room seating up to 14. The address is 521 Adams Street at 7th (across from Western Farm Center) in Santa Rosa, California. The telephone number is (707) 546-5100. For menus and more information on Stark's Steakhouse, visit www.starkssteakhouse.com.

About Stark Reality Restaurants

Founded by Mark and Terri Stark, Stark Reality Restaurants' popular establishments include: Willi's Wine Bar, Monti's Rotisserie & Bar and Stark's Steakhouse in Santa Rosa, and Willi's Seafood & Raw Bar in Healdsburg, California. www.starkrestaurants.com.

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