



The Greene Turtle Sports Bar & Grille® Opens First New Jersey Location in North Brunswick

The new restaurant will be one of 15 Greene Turtle locations to open in the New Jersey area

Columbia, MD – [The Greene Turtle Sports Bar & Grille®](#) today announced its first New Jersey location in North Brunswick at 211 Main Street, near the Target and Costco, soon to be home of a NJ Transit rail station, is now open. The new 8,181 square foot location will seat approximately 326 guests and will feature a 1,456 square foot patio. This is one of 15 Greene Turtle locations planned to open in the New Jersey area.

“We are thrilled to expand The Greene Turtle into the New Jersey market with the opening of our first location,” said Dave Greico, general manager of The Greene Turtle Sports Bar & Grille in North Brunswick. “With our close proximity to Rutgers University, we are excited to bring our love for food and sports to the community.”

Helping to become part of the Rutgers University community, The Greene Turtle in North Brunswick will feature a “Rutgers Field House” as their outdoor patio. Connected to the bar, the patio will be the perfect hangout for Rutgers fans to cheer on their Scarlet Knights to victory. In addition, R Fund, the Rutgers Athletics’ annual giving program, will be the charity partner for The Greene Turtle’s opening week. \$1 from all Boardwalk Lemonade and Tea sales will benefit the R Fund. The Greene Turtle will also be hosting a “Rutgers Pep Rally” as their first Mug Club event on Thursday, February 23, where there will be an R Fund fundraising auction to auction off the first twenty numbered mugs and DJ entertainment and giveaways from Magic 98.3.

The Greene Turtle is a community hangout for all ages that serves great food and drinks in a fun, casual atmosphere built on the excitement and unity of sports. With the grand opening of the new location officially announced, North Brunswick residents can look forward to the following:

- **A family-friendly atmosphere for all occasions** – Bring the whole family to The Greene Turtle for a place where kids can watch sports at the dinner table and won’t get in trouble. And bonus points: no dishes or clean up required!

- **The perfect spot to catch a game** – The Greene Turtle offers a fantastic atmosphere for sports fans to catch the game. With TVs located everywhere throughout the restaurant, there isn't a bad seat in the house!
- **A salute to the military** – As a salute to their commitment and sacrifice for our country, The Greene Turtle is proud to offer all active and retired military a 15 percent discount on all food.
- **A community partner** –The Greene Turtle is committed to helping the communities where it lives. To date, it has supported its local communities through special events, supported local teams with sponsorships and spearheaded fundraising opportunities through programs like Tips for Tots and Funds for Friends. For more information or to submit a fundraising request, please visit [The Greene Turtle website](#).
- **A Maryland-based menu and a brew for any palette** – Guests will enjoy a menu modeled after The Greene Turtle's Eastern Shore roots with featured items like Maryland crab cakes, Maryland crab dip, more than a dozen burger combinations and 10 varieties of wings. And to pair with the various food offerings, The Greene Turtle features approximately 25 to 30 different local and national beers—both draft and bottle—to please the palette of any beer drinker. Beer offerings will vary by season and location.
- **Exclusive membership to The Mug Club** – Through the Mug Club, patrons can own a piece of The Greene Turtle with the purchase of their own mug at their local restaurant that is numbered and waiting for them each time they visit. Members of the club will enjoy \$1 off every draft, as well as other routine discounts on draft beers and specials, member-only events and exclusive offers. There are currently 30,000 Mug Club members nationwide.

With the addition of the new North Brunswick location, The Greene Turtle Sports Bar & Grille®, which first opened in Ocean City, Maryland, in 1976, has 45 locations in six states and the District of Columbia. The Greene Turtle is a community hangout for all ages that serves great food and drinks in a fun, casual atmosphere built on the excitement and unity of sports.

About The Greene Turtle Sports Bar & Grille® and The Greene Turtle Franchising Corp.:

First opened in Ocean City, MD., in 1976, The Greene Turtle today includes 45 locations in markets across Maryland and extending into Washington, D.C., Virginia, West Virginia, Delaware, New Jersey and Long Island, New York. Combining comfort food, a casual atmosphere and a sports bar theme marked by big screen TVs broadcasting local and national events, "The Turtle" has become a popular year-round destination where families, friends and fans of all ages feel at home. AOL users in Baltimore named the chain "Best Sports Bar" (December 2010) and CBS Baltimore named The Greene Turtle among the best local spots to enjoy "March Madness." Information is available online at www.thegreenturtle.com and www.facebook.com/thegreenturtle.

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