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## **Bonefish Grill Debuts New Cocktail to Benefit Conservation Foundation**

*\$121,000 donation to Ocean Trust supports ocean sustainability efforts*

**TAMPA, Fla. (May 1, 2014)** – In support of Ocean Trust, an award-winning ocean conservation foundation, Bonefish Grill has introduced a new addition to their innovative cocktail menu – the Ocean Trust Tropic Heat Martini. The new drink allows guests to turn up the heat with house-made infused pineapple Absolut vodka, freshly muddled mango and a thin slice of jalapeno.

Available at Bonefish Grill restaurants nationwide, \$1 from each Ocean Trust Tropic Heat Martini sold is donated to the non-profit organization, whose mission is to build science and conservation partnerships for the sustainability of the oceans.

“We wanted a way to refresh our partnership with Ocean Trust — by creating a new and flavorful cocktail,” said Bonefish Grill’s Director of Bar Innovation Leigh Merritt. “With each delicious sip, guests can feel good that they’re helping to make a difference for our oceans.”

With a partnership that started more than seven years ago, Bonefish Grill and Ocean Trust have supported coastal restoration projects throughout the United States and presented an annual forum that brings together leading scientists from around the world to discuss the science and sustainability of the oceans. As a Conservation Partner, Bonefish Grill is committed to sustainable fishing practices and projects that continually improve the stewardship of the world’s marine resources.

“It’s a great opportunity to have the support of a seafood restaurant like Bonefish Grill,” said Ocean Trust President Thor Lassen. “With partners who are conscious about the sustainability of the oceans and coastal communities they source from, we are able to make a positive impact.”

In 2013, Bonefish Grill donated \$121,000 to Ocean Trust in support of their mission.

### **About Bonefish Grill**

Founded in St. Petersburg, Florida, Bonefish Grill specializes in market-fresh fish from around the world and other savory wood-grilled specialties. Guests receive “chef’s coat service” and are guided through an innovative, seasonal menu and specials featuring the highest-quality, fresh ingredients. Combined with a big-city bar, Bonefish Grill offers hand-crafted cocktails and an affordable list of 30 wines by the glass offering a great match for any food pairing.

The restaurant provides a fun and lively place to eat, drink, relax and socialize on any given day of the week. The experience is based on the premise of simplicity, consistency and a strong commitment to excellence at every level. In thirteen years, the award-winning Bonefish Grill family has grown to 197 restaurants in 34 states. For more information, visit [www.bonefishgrill.com](http://www.bonefishgrill.com), [facebook.com/BonefishGrill](https://facebook.com/BonefishGrill) or follow on Twitter [@bonefishgrill](https://twitter.com/bonefishgrill).

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