

January 30, 2019



# STK to Raise the Bar and Feed More Than 1,000 Guests at Esteemed Ditka & Jaws Cigars with the Stars Event Ahead of the Big Game

*The modern steakhouse will also serve up its signature vibe and bites to football fans at Shaq's Fun House and DirecTV Super Saturday parties*

NEW YORK--(BUSINESS WIRE)-- STK, the unique concept that artfully blends the modern steakhouse and chic lounge into one, is taking its talents to Atlanta for the big game. From serving as the main hospitality sponsor at the 11th annual Ditka & Jaws Cigars with the Stars event to popping up at Shaq's Fun House and DirecTV's Super Saturday parties, STK is helping set the stage for an exciting weekend in sports, on and off the field.

On Thursday, January 31, STK will serve up a VIP menu for guests of the Ditka & Jaws Cigars with the Stars event – signature bites include Lil' Brigs with Wagyu beef, braised short rib with jalapeño cheddar grits, tuna tartar and much more – from 7 p.m. – 10 p.m. at the Monday Night Garage.

"We're thrilled to partner with Coach Mike Ditka and Ron Jaworski for this prestigious event to raise awareness for the Gridiron Greats, Jaws Youth Playbook and After The Impact Fund organizations," said Emanuel "Manny" Hilario, CEO and President of The ONE Group and STK. "We value aligning with likeminded organizations that lend support to worthy causes to tackle significant issues affecting guests today and we look forward to deepening our relationships with these organizations in the future."

"We are so grateful to partner with vibrant and growing brands like STK to further give our efforts a louder voice," said Shannon Jordan, Executive Director of *Gridiron Greats and After the Impact Fund*. "Life doesn't get much better than football, good food and spending time with new and existing friends and I want to thank the entire STK team in Atlanta for their commitment in helping us make a lasting impression this weekend and beyond."

In addition to participating in the Ditka & Jaws Cigars with the Stars event, STK will pop up at Shaq's Fun House on Friday, February 1 from 9 p.m. – 1 a.m. and again at DirecTV's Super Saturday on Saturday, February 2 from 7 p.m. – 2 a.m. STK Atlanta will also debut a new, limited time, Shaq-themed menu item just in time for the Big Game, a dry aged tomahawk steak topped with truffle butter and three shrimp.

The following menus will be available to VIP ticket holders:

- [Shaq's Fun House](#)

- STK Lil Brgs with Wagyu beef, caramelized onions, white cheddar and special sauce
- Braised pork belly buns topped with pickled veggie slaw, basil, mint and kimchi mayo
- Corn pudding with sweet corn and topped with chives
- DirecTV's Super Saturday
  - STK Lil Brgs with Wagyu beef, caramelized onions, white cheddar and special sauce
  - Braised pork belly buns topped with pickled veggie slaw, basil, mint and kimchi mayo
  - Corn pudding with sweet corn and topped with chives
  - Tuna tartar with avocado, soy honey emulsion and chili oil
  - Braised short rib over jalapeño cheddar grits with crispy shallots
  - Crispy rock shrimp with coconut curry and topped with cilantro
  - Spiced chicken confit tacos with roasted corn and cotija cheese
  - Chili rubbed lamb chops finished with olive tapenade and feta cheese

STK Restaurants are located in Atlanta, New York City, South Beach, Orlando, Chicago, Denver, San Diego, Los Angeles, Las Vegas, Toronto, London, Mexico City, Ibiza, Milan and Dubai. For more information on STK, please visit <https://togrp.com/>.

### **About STK:**

STK is a unique concept that artfully blends the modern steakhouse and chic lounge into one - offering a dynamic, fine dining experience with the superior quality of a traditional steakhouse. STK distinguishes itself by focusing on the dining experience as a whole versus any singular aspect of a good night out. It's not just the food, sleek décor, in-house DJ or elevated Happy Hour offerings, it is the combination of all these things that creates the vibe only found at STK. The menu features reimaged classic American cuisine with unique local flair infused into each menu. STK's transparent and traceable beef program brings guests exceptional cuts of meat and rare dishes seldom found in restaurants. Signature dishes include bite-sized Lil' BRGs made with Wagyu beef, Bigeye Tuna Tartare with soy honey emulsion, and, of course, the highest quality and cuts of steak. STK has locations in New York City, South Beach, Chicago, Atlanta, Los Angeles, Las Vegas, Toronto, Orlando, Denver, San Diego, London, Ibiza, Milan, Dubai and Mexico City. For more information about STK, please visit <https://togrp.com/>.

### **About The ONE Group**

The ONE Group (NASDAQ: STKS) is a global hospitality company that develops and operates upscale, high-energy restaurants and lounges and provides hospitality management services for hotels, casinos and other high-end venues both nationally and internationally. The ONE Group's primary restaurant brand is STK, a modern twist on the American steakhouse concept with locations in major metropolitan cities throughout the U.S. and Europe. ONE Hospitality, The ONE Group's food and beverage hospitality services business, provides the development, management and operations for premier restaurants

and turn-key food and beverage services within high-end hotels and casinos. Additional information about The ONE Group can be found at [www.togrp.com](http://www.togrp.com).

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