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**LUBY'S CELEBRATES 70 WITH H-E-B; LANDMARK CAFETERIA CHAIN TO ROLL OUT FAMED MAC & CHEESE INTO THE FROZEN FOOD AISLES OF MORE THAN 270 H-E-B STORES AROUND TEXAS**

**HOUSTON, TX – November 30th, 2016** – Just shy of its 70<sup>th</sup> anniversary, landmark, Texas-based cafeteria chain, [Luby's](#), is celebrating the milestone, along with its famed Mac & Cheese, in a new and exclusive partnership with [H-E-B stores](#) around the state. Beginning on December 5, fans of the classic dish, which has remained relatively unchanged since hitting the Luby's line in the 1940s, will now be able to dig in to the original, as well as a signature jalapeno version with diced red peppers, on demand.

Approximately 270 H-E-B locations will stock the two varieties in the freezer aisle. Each 40 oz., family-size packed is priced at \$6.95 each and contains about five mouth-watering servings.

According to Peter Tropoli, Chief Operating Officer of Luby's, Inc., "We're incredibly excited to embark on our first retail engagement with a brand that shares such a similar background and connection to the communities where it operates. The opportunity to bring our home cooking into so many homes is a truly wonderful way to enter our eighth decade of business."

The dynamic duo of iconic Texas-born brands, is already at work on the next extension of this relationship and anticipate an early 2017 launch of another Luby's favorite: a fried fish entree affectionately known as "square fish" by aficionados.

"We're thrilled that two Texas traditions are joining together to make Luby's famous Mac & Cheese available exclusively at H-E-B stores," said Scott McClelland, President H-E-B Houston Division. "This iconic dish is beloved by Texans, and we are honored to help bring it to dinner tables across the state."

Luby's prides itself in being the most innovative cafeteria company in America. Hallmarks of the chain include made-from-scratch comfort food and inviting, neighborhood-centric restaurants that appeal to a wide range of customers thanks to their focus on quality, value and convenience.

**About Luby's, Inc.**

Luby's, Inc. (NYSE: LUB) operates restaurants under the brands Luby's Cafeteria, Fuddruckers and Cheeseburger in Paradise and provides food service management through its Luby's Culinary Services division. The company-operated restaurants include 91 Luby's Cafeterias, 74 Fuddruckers restaurants, eight Cheeseburger in Paradise full service restaurants and bars and one Bob Luby's Seafood Grill. Its Luby's Cafeterias are located primarily in Texas. In addition to the company-operated Fuddruckers locations, Luby's is the franchisor for 112 Fuddruckers franchise locations across the United States (including Puerto Rico), Canada, Mexico, Panama, Italy, Colombia and the Dominican Republic. Luby's Culinary Services provides food service management to 23 sites consisting of healthcare, higher education and corporate dining locations.

**About H-E-B**

H-E-B, with sales of more than \$23 billion, operates more than 380 stores in Texas and Mexico. Known for its innovation and community service, H-E-B celebrated its 110th anniversary in 2015. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at everyday low prices. Based in San Antonio, H-E-B employs more than 96,000 Partners in Texas and Mexico and serves millions of customers in more than 300 communities. For more information, visit [heb.com](#).

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