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Ruby Tuesday Restaurant Chain Adds Baja Bob's Low-Carb Margarita Mixes to Their "Smart Eating" Menu

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SAN DIEGO, Apr 22, 2004 (BUSINESS WIRE) — Baja Bob's(R) Low-Carb Bar Mixes (www.bajabobs.com) announced today that their popular low-carb margarita mixes are now available at Ruby Tuesday (NYSE:RI), a 600 company-owned and franchised restaurant chain that offers a casual dining experience with a motto "Be the Best Where it Counts." Mixed with a choice of healthy, low-carb menu items, Ruby Tuesday offers everything from burgers to an incredible salad bar to other low-calorie picks on the company's new "Smart Eating" options. The Ruby Tuesday's Smart Eating menu was created to provide one of the first low-carb, low-calorie menus in a chain restaurant.

"We are excited that the Ruby Tuesday organization has chosen to add Baja Bob's Margaritas to their low-carb line-up. They have really taken the lead in providing their customers with a way to dine out on quality food and still enjoy a reduced carb lifestyle," said Baja Bob's co-founder Craig Cook.

A Baja Bob's low-carb margarita contains approximately 60-percent fewer calories than a traditional margarita and has only one gram of carbs — even with the tequila. This compares to the 20 to 30 grams of carbohydrates in traditional corn syrup mixes. By sweetening their products with Splenda(R), Baja Bob's has created a great-tasting margarita that is full of lime flavor without added corn syrup and free of the "chemical" after-taste associated with other reduced calorie alternatives.

Known for quality, Ruby Tuesday's eatery offers a wide selection of quality food and drinks and is located throughout the country.

Additional Baja Bob's(R) Bar Mixes flavors available elsewhere include: Original Margarita, Wild Strawberry Margarita, Desert Key Lime Margarita, Lean & Mean Bloody Mary, Crazy Caribe Pina Colada, Loco Lemon Sweet & Sour and Maui Madness Mai Tai. Prices range from \$4.95–\$7.00 per bottle and can be found at nationwide outlets including Albertsons, Safeway, Bed Bath & Beyond, select Costco locations in the Pacific Northwest, Gristedes and other fine locations.

About Baja Bob

Baja Bob's(R) was started by a group of friends who were looking for low-carb solutions that would realistically fit into their lives. The group perfected the mixes and now produces them in San Diego, Calif. Baja Bob's(R) can be found in virtually every low-carb Internet store, the Atkins Catalog and numerous nationwide retailers. For more information, visit their web site, www.bajabobs.com.

SOURCE: Baja Bob's

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