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MEDIA CONTACT:  
Rachel Austin, 713-305-0419  
rachel@hometownsocial.net



## **TEXAS TITAN WILLIE'S GRILL & ICEHOUSE TO OPEN ANTICIPATED PEARLAND LOCATION JAN. 17**

*WILLIE'S PEARLAND IS THE 19<sup>TH</sup> WILLIE'S IN TEXAS, AS WELL AS THE SECOND LOCATION FEATURING A FULL BAR*

**HOUSTON, TX (January 10, 2022)** – Willie's Grill & Icehouse will officially begin serving its signature Texas comfort food in Pearland, Texas, on **Monday, January 17, 2022**. The anticipated Pearland outpost is the **19<sup>th</sup> in the state** for the Texas-based, Texas-grown brand, as well as **the second location to feature an expansive full bar**. The addition underscores Willie's reign as the region's top family-friendly haven, where a renowned scratch Texas kitchen and casual icehouse vibes offer wholesome fun for parents and kids.

Located at **2600 Smith Ranch Road in Pearland**, Willie's Pearland is defined by the same mouthwatering menus, sprawling open-air patio spaces, and genuine friendliness that have endeared the brand to families for almost three decades. Retractable glass garage doors facilitate easy movement between outdoors and Willie's colorfully decorated interior, rooted in vintage-inspired nods to the Texas icehouse tradition. Outside, games, five massive flat screen TVs, and ample seating beckon, providing plenty of room for relaxing, watching a game, and reconnecting with family over classic dishes always made from scratch, served with inspired craft cocktails, local brews, and more.

Willie's steadfast commitment to the community remains an anchor at Willie's Pearland as well. First up: substantial donations to **Pearland Independent School District** and the **Pearland Police Department**. Details will be announced soon. In addition to ongoing philanthropic efforts, Willie's presence in Pearland has also created more than 100 local jobs. Willie's actively promotes and hires from within, believing every position has the potential for long-term career growth.

Willie's Pearland is open Monday through Thursday, 11 a.m. to 10 p.m.; Friday and Saturday, 11 a.m. to 11 p.m.; and Sunday, 11 a.m. to 9:30 p.m.

The Willie's Pearland menu features what's made Willie's famous, including burgers so stacked with Texas housemade fixings that they nearly topple over, plus chicken fried steaks that are crispy outside, hot and tender inside, and almost spilling off the plate. Beloved options include **Willie's Favorites**: The **Icehouse Willie**, a half-pound beef burger smothered with cheese, bacon, and mushrooms; the **Catfish & Shrimp Combo**, featuring battered and fried catfish and shrimp, served with fries and cool coleslaw, plus cocktail and tartar sauces and lemon wedges on the side; and **Chicken Tenders**, hand-breaded and served with fries, with the option to spike the tenders' flavor profile by tossing them in buffalo, BBQ, garlic parmesan, or honey garlic sauces.

Willie's also recently introduced **two mouthwatering new sandwiches**: the **Texas Patty Melt** and the **Cajun Fire Chicken Sandwich**. The Texas Patty Melt is a juicy half-pound patty with two slices of melted Monterey Jack cheese, grilled onions, and creamy house-made Melt Sauce, all nestled in between two thick slices of Texas toast. The Cajun Fire Chicken Sandwich is two crispy fried chicken tenders topped with Cajun slaw and sweet pickles, all

drizzled with Willie's signature Cajun Fire Sauce then tucked between two thick pieces of Texas toast. Both sandwiches are served with a mountain of fries.

Willie's burgers are already legendary: **The Cheese Willie**, a half-pound patty cooked medium-well and topped with a choice of cheese, then classically finished with mayo, mustard, lettuce, tomatoes, pickles, and onions; the fiery **Cheddar Pepper Burger**, featuring roasted red pepper cheese mix and caramelized onions in a jalapeño cheddar bun; the **Hickory Cheddar Burger**, covered in BBQ sauce, cheddar cheese, pickles, and grilled onions; the **Turkey Mushroom Burger**, with Monterey Jack cheese, mushrooms, mayo, lettuce, and tomato; and many more. Hand-breaded **Onion Rings**, **Sweet Potato Fries**, and **Loaded Fries** join traditional **Fries** as mouthwatering side options, while any burger can be topped with mushrooms, jalapeños, grilled onions, or bacon.

Fresh **Mahi Mahi Tacos** are served grilled or blackened on warm corn tortillas with cilantro slaw and chipotle mayo and street corn plus chips and salsa on the side, while the **Smoky Brisket Tacos** feature grilled onions, jalapeños, queso, and pico de gallo over tender, slow-cooked brisket all wrapped in a flour tortilla. The **Texas Fried Chicken Club**, **Philly Willie Cheesesteak**, **Shrimp Po' Boy**, and more make the **Po' Boys and Sandwiches Menu** a heavy hitter, while **Baby Back Ribs**, the **Chicken Fried Steak**, the **Top Sirloin**, and other hearty options from the **Butcher Block Menu** are decadent comfort food, Texas-style. The **Coastal Catch Menu** satisfies every seafood craving, from **Gulf Shrimp**, grilled or blackened, to **Fried Catfish** and **Fried Crawfish Tails**.

Willie's **Starters** are a Texas finger-food gold mine: **Willie's Nachos**; **Fried Jalapeños**, **Mushrooms**, or **Pickles**; **Loaded Fries** with queso, bacon, green onions, and ranch; and of course, **Icehouse Queso** with ground beef number among the fan favorites. Desserts also offer something for everyone, from the **Willie Wonka**—a triple chocolate brownie with whip cream, chocolate sauce, pecans, and vanilla ice cream—to **Peach Cobbler**, **Bourbon Bread Pudding**, and the nostalgia-inducing **Apple Sizzler**.

Stretching from inside to outside, the Willie's Pearland bar is stocked with regional brews and Willie's signature **Frozen Jack & Coke** and **Willie's Ritas**, as well as a rolling list of Texas-inspired craft cocktails. An exclusive Willie's Pearland cocktail menu will be introduced in the coming weeks.

"Pearland is the perfect home for Willie's: It's a family-driven, diverse, and welcoming community—all characteristics that define Willie's foundation as well," said **Greg Lippert, CEO of Willie's Restaurants**. "Through all the incredible challenges of the last couple of years, Willie's has grown and continues to grow. We believe that's a testament to our warm service, delicious food, and people-first culture, and we are thrilled to be able to bring it all to Pearland."

#### **IMAGES BY BECCA WRIGHT:**

<https://www.dropbox.com/sh/q0m73fte905ss7s/AAD2Vm9jv2wdBPWHiNOqDAWxa?dl=0>

#### **ABOUT WILLIE'S GRILL & ICEHOUSE**

At Willie's Grill & Icehouse, everyone belongs. Started in 1993 as a humble burger joint in Houston, Texas, Willie's has grown into a Texas institution with 19 locations statewide, beloved by millions as the family's favorite place to unwind. At Willie's, arcade games await the kids and young at heart, while wide-open giant garage doors reveal ample patio spaces with sandboxes and plenty of room to play and relax. Juicy burgers piled high with fixings anchor the gargantuan menu of delicious Texas comfort food, promising something for everybody. For locations, hours, menus, and more, visit [www.williesgrillandicehouse.com](http://www.williesgrillandicehouse.com).