

Beat: Lifestyle

## CHILLI S GRILL & BAR Introduces THE BOSS BURGER To RESTAURANTS Nationwide

**Before Only in Three Selected Cities**

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**USPA NEWS** - "Great. Another Burger from Another Restaurant...what's New ?" says you, the Restaurant Lover just looking for a Delicious Meal. Well, we here at Chili's Grill & Bar are here to tell you what's New. "The Boss" that's who...er what. For the Past Month, The Boss was only available in Three Select Cities during Test, but now...Everyone's Meat dreams have come True. The Boss Burger is now available at Chili's Restaurants Nationwide.

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This Burger perfectly stacks Five Meats and High-Quality Ingredients into one Massively Delicious Burger. After an Overwhelmingly Positive Response from the Test Markets and Lots of Questions of where People could find The Boss to taste for themselves, the Company decided the Nation is ready for this near Half-Foot Stack of Meaty Goodness.

"When we look back on what Truly made Chili's Famous, we always come back to the Same Thing "" Burgers, Ribs and Fajitas. Chili's was the Original Gourmet Burger Concept back when we opened our Doors on Greenville Ave. in Dallas, TX in 1975. America's Love of Burgers has never waned, but the Bar for an Exceptional Burger keeps getting Higher and Higher. Well, at almost Half a Foot Tall "" and with Bacon and Rib Meat and Sausage and Brisket stacked on Top of our One Half Pound of Burger Meat "" it's hard to get any higher than The Boss." said Chief Marketing Officer Steve Provost.

Photos \*

- (Left) Unhinge your jaw because standing at nearly ½ foot tall, The Boss burger is now available at Chili's restaurants nationwide.  
- (Right) Our innovation game is strong with burgers. In addition to The Boss, we're introducing Chili's Chilis (left) and Alex's Santa Fe (right)

Photo \*\* The Boss perfectly stacks five meats and high-quality ingredients into one massively delicious burger.

Source : Chili's Grill & Bar

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)

[info@gna24.com](mailto:info@gna24.com)

[www.gna24.com](http://www.gna24.com)