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JACK THE RIBBER - RIBS NO MORE

FOR IMMEDIATE RELEASE

NEPTUNE: After sixteen years of serving some of the tastiest barbecued ribs in Monmouth County, “Jack the Ribber” has sold his last restaurant and is retiring from the restaurant business. Jack’s Rib’n Ale House, located at 1311 Highway 35, Neptune Township, New Jersey has been sold according to *Richard R. Santore, Bielat Santore & Company, Allenhurst, New Jersey*, the broker for the sale. Jack’s Rib’n Ale House in Neptune was the second of two rib restaurants owned and operated by “The Ribber.” The other, Jack’s Rib’n Ale House in Long Branch, New Jersey was sold four years ago.

Both restaurants were far more than just great places for beer and ribs; they were retreats for locals, tourists and college students to get together, hangout, play shuffle board, watch a football game or enjoy live entertainment on the weekends. The menu was simple American grill fare; hearty burgers, spicy wings and char-grilled steaks, and of course the “powerhouse ribs” that made the places infamous. However, after nearly thirty years in the business, (“Jack the Ribber” owned a small tavern prior to starting his rib concept), Jack is calling it quits.

Although the Long Branch location is still being operated as Jack’s Rib’n Ale House, the Neptune location will not. The new proprietors have shut down the restaurant and will be completely remodeling both the interior and the exterior of the building to give the restaurant a bold, fresh new look. The entire property will also be landscaped and relit to add to its streetscape. The new proprietors are savvy restaurateurs whom over their long careers in the business have bought, remodeled, opened, operated and sold several restaurants throughout Monmouth, Ocean and Mercer counties. They are experts in turn-around situations.

Little has been said about the new restaurant concept Jack’s new owners have in mind, except that it will be a full-service, casual American fare, family style restaurant and bar. Indications are that the establishment may even remain open 24-hours a day (serving food only after hours). Whatever the final outcome may be, you can be sure that you will be treated to hearty portions, great value and excellent service, all in a brand spanking new environment. That is because the philosophy of new ownership has always been...”Treat each and every customer as if they were a guest in your own home.”

The new restaurant is scheduled to open in the spring of 2009 after 8-12 weeks of renovations.