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Texadelphia Growing Again; Tenth Austin-Area Location Opens at 38th & Guadalupe on Oct. 7

AUSTIN, Texas, October 3, 2005 – Austinites are getting a new neighbor – one that makes the “Original Texas Cheesesteak.” The tenth location of Austin-based Texadelphia is opening at 38th and Guadalupe on October 7th.

Texadelphia, known for its unique Texas twist on the Philadelphia cheesesteak, opens in a brand-new location on the southwest corner of 38th and Guadalupe. The restaurant will feature all of its popular favorites, including the “Original Texas Cheesesteak” – thinly sliced Black Angus beef or chicken, grilled onions and melted mozzarella cheeses, and a choice of several special sauces or toppings – like Marinara, Mustard Blend, Hickory or Ranch.

“The demand for quality food with the unique twist that Texadelphia offers made it clear that a location near the medical community and 38th Street was necessary,” says Mark Turner, owner of the Texadelphia franchise. “We had a great opportunity to be involved with the redevelopment of the 38th and Guadalupe area, and it’s a perfect location for Texadelphia with UT, state agencies and other businesses nearby – not to mention all those Texas-Exes living in Hyde Park and Central Austin.”

Texadelphia has been an Austin institution since it first opened its doors across the street from the University of Texas in Austin in 1985. The cheesesteak eventually became a regular habit for Turner, and he bought the franchise in 1997. Since then, Texadelphia has grown to 10 central Texas stores: nine in Austin and one in Killeen.

Texadelphia is fashioned after the small-town taverns and shops found in the northeast, and each new store recreates the same casual atmosphere, but with a Texas twist. The popular eatery known for its devoted loyal customer base is highly regarded for its focus on high-quality menu choices, consistency, friendly service, good value and comfortable atmosphere.

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Texadelphia's fun and irreverent style – and great food – has proven popular with customers who not only want great food, but who also want to shop locally.

“People are just obsessed about our take on the cheesesteak, but they're also happy to support a business that was born and raised in Austin,” says Turner. “The new location is another opportunity to serve our customers better and to attract new fans.”

Texadelphia's hours for dine-in and take-out are 11:00 a.m. to 9 p.m., everyday. Texadelphia also offers catering and online ordering, including custom ordering of sandwich trays or boxed lunches for business lunches and events.

About Texadelphia

Named by the *Austin Business Journal* as one of the city's 50 Fastest Growing Companies in 2001 and 2002, Texadelphia was founded in 1985 in Austin. Since then, the company has grown to ten stores in central Texas, including nine in Austin and one in Killeen. For more information – and a complete menu – visit www.texadelphia.com.

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