



## **A&W® RESTAURANTS CELEBRATES NATIONAL ROOT BEER FLOAT DAY ON AUGUST 6<sup>th</sup> WITH FREE ROOT BEER FLOATS AND “FLOAT A FRIEND” CONTEST**

LEXINGTON, KY (July 19<sup>th</sup>, 2016) – A&W Restaurants, Inc., America’s oldest franchise restaurant brand, announced today that participating A&W restaurants across the United States will celebrate National Root Beer Float Day on August 6<sup>th</sup> by giving away FREE Root Beer Floats, and will sponsor the first ever “Float a Friend” contest. Celebrating National Root Beer Float Day is a tradition at A&W Restaurants, and this year 50 lucky winners will get to enjoy Free Root Beer Floats for themselves and a friend for an entire year! Hundreds of other contestants can win other prizes, including collector’s mugs, plush Rooty Bears, and A&W gift certificates.

Kevin Bazner, CEO of A&W Restaurants, noted, “Our founder, Roy Allen, began making root beer nearly a century ago. Millions of root beer floats later, A&W is celebrating National Root Beer Float Day by giving back to its loyal guests, and giving them a chance to share the tastiest and most refreshing day of the summer all year long with our “Float a Friend” contest.”

Entries for the “Float a Friend” contest can be completed online at this site: [www.rootbeerfloatday.com](http://www.rootbeerfloatday.com). Complete rules governing the contest can be found here: <http://awrestaurants.com/sweepstakes/> For more details on National Root Beer Float Day, please visit us at [www.rootbeerfloatday.com](http://www.rootbeerfloatday.com).

### **About A&W**

In 1919, A&W’s founder Roy Allen set up a roadside drink stand in Lodi, California to introduce a new beverage called “root beer” at a parade honoring returning World War I veterans. With his creation an instant success, Allen took partner Frank Wright and named the beverage we know as A&W® Root Beer. Shortly after, Allen and Wright started franchising roadside stands, which makes A&W restaurants the oldest franchise restaurant chain in the country. A&W Root Beer is made today just like it was back then, fresh in the restaurants. Ingredients include real cane sugar, water; and a proprietary blend of herbs, bark, spices, and berries. It’s still caffeine free and served up in a frosty mug. A&W is owned by a partnership of franchisees; the company has 1,100 franchise locations in 10 countries and territories.

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