

# JR Restaurant Group's Outback Steakhouse Franchise Locations Flourish Amid Industry Challenges

*While some Outback Steakhouse locations are closing or facing challenges, Outback franchisee JR Restaurant Group is thriving.*

JACKSON, MISSISSIPPI, UNITED STATES, March 1, 2024 /EINPresswire.com/ -- In the face of



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*Steve Grantham Jr., President of JR Restaurant Group*

national restaurant closures and industry adversity, [JR Restaurant Group](#), a key franchisee of Outback Steakhouse, is defying the odds with its exceptional performance and community engagement across Mississippi and West Tennessee.

While national headlines spell out difficult times for corporate and other franchise-owned restaurant chains, particularly with closures, labor retention, and financial growth, JR Restaurant Group stands out. Their Outback

Steakhouse locations are not merely surviving but thriving, consistently exceeding sales projections and retaining a dedicated workforce amid inflation and increased supply costs.

The secret, it seems, is their unwavering commitment to their local communities—a core philosophy openly championed by JR Restaurant Group's leadership. "If we take care of our people, customers, and communities, the Outback business will take care of itself," emphasizes Steve Grantham Jr., President of JR Restaurant Group. This approach has translated into an impressive record of happy employees, satisfied customers, and robust community ties.

Recognizing that community support is fundamental to the business's success, JR Restaurant Group has built a substantial philanthropic portfolio, actively supporting numerous causes that directly and positively impact communities. By focusing on people first, JR Restaurant Group enriches the lives of those they employ and serve and drives sustainable business growth and development in the industry.

"We have set a new precedent for how restaurants can and should operate, especially during challenging times," said Grantham. "Our dedication to our communities is unwavering, and we

believe that this is reflected in our ongoing success across Mississippi and West Tennessee."

JR Restaurant Group's story is one of resilience, generosity, and a keen understanding that its people are at the heart of any thriving business. Their success is a testament to the power of community-focused business practices and may offer a model for others in the food industry navigating similar challenges.

For more information, please visit: <https://jrrestaurantgroup.com/bloomin-is-boomin/>.

### [About JR Restaurant Group](#)

JR Restaurant Group is a franchise operator of Outback Steakhouse with locations across Mississippi and West Tennessee. Renowned for its warm, Aussie-themed dining experience, JR Restaurant Group's Outback Steakhouses amplify this experience with a solid dedication to community engagement and employee satisfaction, setting new industry standards in customer service and community support.

JR Restaurant Group oversees the growth, culture, and community relations of JR franchise locations of Outback Steakhouses, including Flowood, Hattiesburg, Meridian, D'Iberville, Tupelo, and Southaven (all in Mississippi), as well as Cordova and Jackson, Tennessee.

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**The SOUTH IS DOING BLOOMIN' WELL!**

**Locally Owned & Operated**  
Flowood / Hattiesburg / Meridian / Tupelo / Southaven / D'Iberville / Cordova / Jackson, TN

Bloomin' is Boomin' - JR Restaurant Group

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