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LAROSA'S TURNS UP THE FLAVOR WITH NEW STEAK HOAGYS

Limited-time Offerings Combine Bold Ingredients and Iconic Flavors for a Fresh Take on a LaRosa's Classic

CINCINNATI, OHIO – May 12, 2026 – LaRosa's is introducing three new limited-time-only Steak Hoagys that give Guests more ways to enjoy the brand's longtime favorite. Built on the original Steak Hoagy that has been part of the LaRosa's menu for more than 70 years, these new flavor combinations offer a fresh twist on a familiar classic.

Available for a limited time, the new Steak Hoagys reflect how Guests already enjoy and customize their hoagys — whether choosing the original or trying different flavor combinations. Two of the new offerings also feature iconic Cincinnati favorites, including Frisch's® Original Tartar Sauce and Original Montgomery Inn Barbecue Sauce, ingredients that already have a place on the LaRosa's menu and in the hearts of local Guests.

LaRosa's new premium Steak Hoagys include:

- **Diner-Style Hoagy** – A classic diner-inspired steak hoagy with crisp lettuce, pickles, melted American cheese and Frisch's® Original tartar sauce
- **BBQ Steak & Bacon** - Chopped steak topped with crispy bacon, melted American cheese, red onions and pickles, with sweet & tangy Original Montgomery Inn barbecue sauce
- **Mushroom Melt** – Chopped steak topped with mushrooms, red onions, melted provolone cheese, mushroom sauce and LaRosa's house-made garlic aioli mayo

"Our Hoagys have been part of our heritage for more than 70 years," said Mike LaRosa, CEO of LaRosa's, Inc. "Guests have always made our Steak Hoagy their own. These three new versions are just another way to enjoy a longtime classic—and maybe discover a new favorite combination. We're always finding new ways to bring the flavors we know our Guests love, to life." Available now through August 2, 2026, the new Steak Hoagys combine iconic local flavors with bold, craveable combinations. And yes, it's 'hoagy' with a 'y,' spelled the LaRosa's way, just like it's always been.

Steak Hoagys are just one of the more than 40 menu selections available for Dine-In, Pick-Up or Delivery at all neighborhood LaRosa's family pizzerias. For more information and to explore LaRosa's menu, please visit https://www.larosas.com/.

About LaRosa's
LaRosa's Family Pizzeria was founded in 1954 on Cincinnati's West Side by Buddy LaRosa. It is now a $168 million restaurant company with 60 pizzerias serving neighborhoods in Ohio, Kentucky and Indiana. To learn more about LaRosa's, go to http://www.larosas.com.

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For media use: download high-resolution images of LaRosa's three new limited-time Steak Hoagys here.

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