

Come See Why Chuck's Steak House is Consistently Voted Tops in Steak and Happy Hour!

Chuck's Steak House, located in the Restaurant Row Section of Myrtle Beach, is a casual steakhouse that also offers burgers, a salad bar and great cocktails. The restaurant opened in May, 1979 and is celebrating their 40th anniversary which is no small feat. Owned and originally opened by Dave Adams, later married Sandy, who is now very instrumental in helping run the business.

Chuck's Steak House really caters to all: those who would like a great steak or those that would prefer some lighter fare like a burger or Happy Hour offerings. From high end spenders to budget eaters, Chuck's has something in nearly everybody's price range.

I stopped by to talk with Bruce Mesarosh, Front of House Manager to find out what sets Chuck's apart. I came one Sunday at 4:00 pm and there was a line out the door before they opened, which told me something.

"We serve only Certified Angus Beef® brand beef. All our steaks are cut in-house.

Our signature Prime Certified Angus Beef® 14 oz. sirloin is famous with our regulars," shared Mesarosh.

"Our customers return for our salad bar and thick cuts of steak. Our service staff is highly trained to be extremely knowledgeable, helpful, and friendly."

"Our bartenders have helped us earn the honor of Best Happy Hour on the Beach for four years running. Several of our menu items have won awards, including our steaks, burgers, ribs and signature cocktails. We have the most cohesive management group you will ever meet. Their commit-



ment to the success and reputation of Chuck's Steak House is unmatched," Mesarosh further added.

So, what did I "sample"? The kitchen sent over full-sized plates of their top beef sellers as well as a plate of ribs and their crab appetizer; enough to serve a family of 4! I was assured that I did not have to eat it all but just take what I wanted. First, I tried the crab cake appetizer which is made Carolina style with a creamy inside and a potato chip and breadcrumb crust; a great twist from the Maryland crab cakes that I am used to. I then tried the sirloin, which is the most popular dish ordered. Next came the filet which I found to be very tender and my preference. Both steaks were seasoned with Chuck's secret salt blend. Don't bother to ask what it is, they won't share! Lastly, I tried the ribs, which were basted in a tangy barbeque sauce and augmented with a secret blend of spices; again, they wouldn't share. I am not a

pork lover but these ribs were meaty and really tasty! Each of the meals are served with potatoes and a trip to the salad bar.

The kitchen is visible from the dining room and is very small, which is why they rarely offer daily specials but rather stick to what they do best. Mark King, the kitchen manager,

is not only a grill master, but an excellent cook overall and is committed to providing only the best product and presides over a kitchen staff that is tasked to promote his vision. King, along with the General Manager and owners develop the recipes and decide together if changes are to be made.



The menu is updated at least once per year. "While our core items will never go away, we do add new things to keep the menu fresh," said Mesarosh. "We also use local vendors only for produce. All our maintenance and technical services are from local providers."

Mesarosh shared that the 14 oz., baseball cut Super Sirloin (for those who order their red meat medium and under), is the crown jewel and is the steak that is ordered the most. Repeat customers order the "baseball cut" because the steak looks just like a baseball. "Sirloins have a reputation for being tough, but because we serve Prime Certified Angus Beef®, our sirloins have superior taste and help put that bad reputation to rest. Although, we don't advertise it, we serve only Prime Certified Angus Beef® sirloins, the top 1.5% of all beef," said Mesarosh.

Chuck's most popular martini is the Ultimate Chocolate and the most ordered adult beverage overall is the 28 oz. big beer, which is served in a large chalice, which needs two hands to hold it! I wonder if that has anything to do with why they often win best Happy Hour in ours and other local contests. Oh, and speaking of Happy Hour, their most popular appetizer is the 10 oz. Blackened Beef Tips and of course, the 28-ounce draft. My husband and I have frequented their Happy Hour many times and agree. They also put out a nice tray of crackers and cheese as well as popcorn during Happy Hour.

So, what is their winning formula for success? "We look at



the experience from the guests' point of view. More than anything, we want people to feel WELCOME when they come in and APPRECIATED when they leave. We know how to provide quality food and beverages and have strict methods of doing so. The art of running a successful restaurant is making your guests feel like your restaurant is home," said Mesarosh.

To add to the dining experience for the sports fanatics, they have six large televisions that are always on sports channels. Chuck's Steak House is also very civic minded and have hosted a Pink event for breast cancer awareness and just recently raised over \$5,000 for Make A Wish.

Chuck's mantra is "Get A Little Better Every Year". "Our team will always bring you our best efforts to provide the greatest food and friendliest service we can provide. The summer can be a crazy time and we have set sales records for six years running and continue to grow at an astounding rate. We urge all who are curious about our restaurant to visit us in the spring and fall when traffic is easier so you can have a 100% stress-free evening with us," said Mesarosh.

Chuck's Steak House is located at 9695 N Kings Hwy, Myrtle Beach, SC 29572 and is open daily at 4:00 pm. Check them out at <http://www.ChucksSteakHouseMB.com/> and stay up to date with specials on Facebook.

~Sherrie Glensky~

"Always a Winner"

Chuck's

STEAK HOUSE

~ 39 Years ~

VOTED 2018

Best Steak House

Best Happy Hour

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