

Presentation to Shareholders

June 2023

Safe Harbor

Certain statements in the preceding paragraphs and all other statements that are not purely historical constitute "forward-looking" statements for purposes of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended, and are intended to be covered by the safe harbors created thereby. Such statements include, but are not limited to, those regarding expected comparable restaurant sales and margins, total potential domestic capacity, the success of various sales-building and productivity initiatives, future guest traffic trends, on and off-premise sales trends, cost savings initiatives and the number and timing of new restaurants expected to be opened in future periods. These "forward-looking" statements involve known and unknown risks, uncertainties and other factors which may cause actual results to be materially different from those projected or anticipated. Factors that might cause such differences include, but are not limited to: (i) the effects of another pandemic on our operations, labor and staffing, guest traffic, our supply chain and the ability of our suppliers to continue to timely deliver food and other supplies necessary for the operation of our restaurants, the ability to manage costs and reduce expenditures and the availability of additional financing, (ii) any inability or failure to successfully and sufficiently raise menu prices to offset rising costs, (iii) any inability to manage new restaurant openings, (iv) construction delays, (v) wage inflation and competitive labor market conditions which may result in staffing shortages, (vi) the impact of any union organizing efforts at our restaurants and our responses to such efforts, (vii) increases in minimum wage and other employment related costs, including compliance with the Patient Protection and Affordable Care Act and minimum salary requirements for exempt team members, (viii) the effect of credit and equity market disruptions on our ability to finance our continued expansion on acceptable terms, (ix) food quality and health concerns and the effect of negative publicity about us, our restaurants, other restaurants, or others across the food supply chain, due to food borne illness or other reasons, whether or not accurate, (x) factors that impact California, Texas and Florida, where a substantial number of our restaurants are located, (xi) restaurant and brewery industry competition, (xii) impact of certain brewing business considerations, including without limitation, dependence upon suppliers, third party contractors and distributors, and related hazards, (xiii) consumer spending trends in general for casual dining occasions, (xiv) potential uninsured losses and liabilities due to limitations on insurance coverage, (xv) fluctuating commodity costs and availability of food in general and certain raw materials related to the brewing of our craft beers and energy requirements, (xv) trademark and service-mark risks, (xvi) government regulations and licensing costs, including beer and liquor regulations, (xvii) loss of key personnel, (xiii) inability to secure acceptable sites, (xix) legal proceedings, (xx) the success of our key sales-building and related operational initiatives, (xxi) any failure of our information technology or security breaches with respect to our electronic systems and data, and (xxii) numerous other matters discussed in the Company's filings with the Securities and Exchange Commission, including its recent reports on Forms 10-K, 10-Q and 8-K. The "forward-looking" statements contained in this press release are based on current assumptions and expectations, and BJ's Restaurants, Inc. undertakes no obligation to update or alter its "forward-looking" statements whether as a result of new information, future events or otherwise.

For further information, please contact Tom Houdek of BJ's Restaurants, Inc. at (714) 500-2400 or JCIR at (212) 835-8500 or at bjri@jcir.com.

BJ's Restaurants Overview

216 restaurants in 30 states

- Large-format restaurants (7,000 to 10,000 sq. ft.)
- 2 restaurants opened so far in 2023 with another 3 planned to open in the second half
- Potential for 425 restaurants

Our restaurants feature:

- Broad, diversified menu for any dining occasion
- Signature menu items including deep dish pizza, craft beer and our famous "Pizookie" dessert
- Contemporary, high quality, "casual plus" positioning in lively, high-energy environment

Our restaurants generate:

- Industry-leading average unit volumes more than $6 million
- Industry-leading guest traffic
- Per person average spend of $20 (2022)

Note: Restaurant count as of 6/15/2023.

MISSION

To redefine the American Brewhouse by crafting experiences that energize the senses and leave you smiling

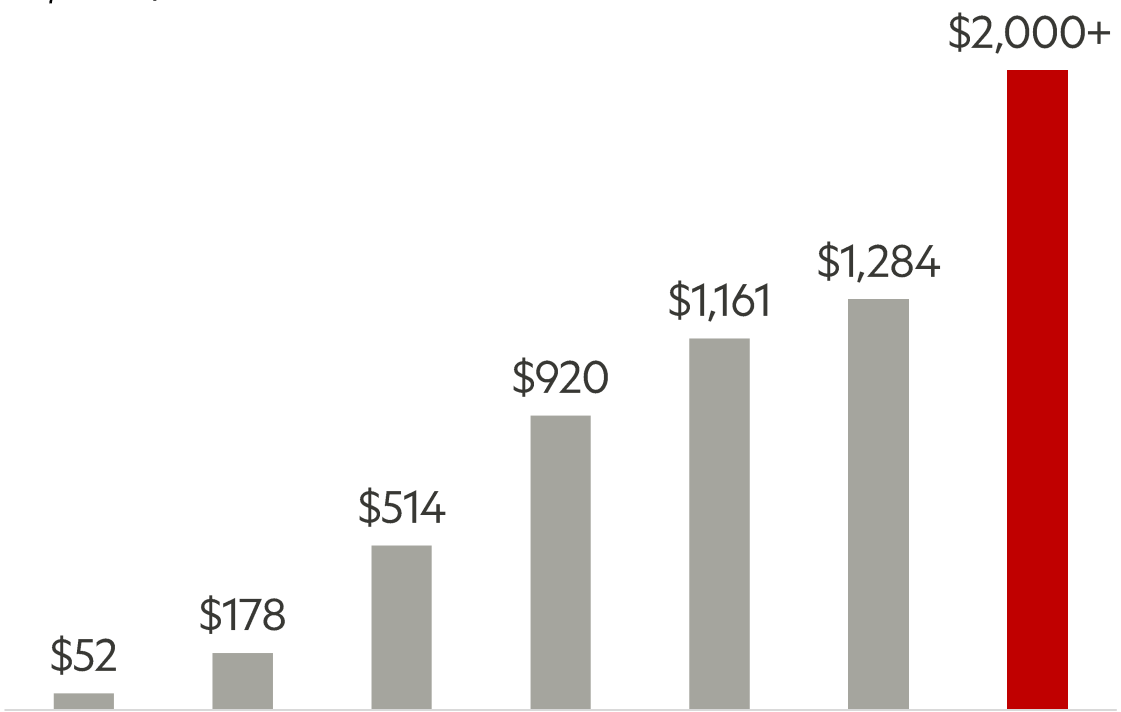


Road to $2 Billion Driven by Five Key Strategic Pillars

1. Serve Memorable Brewhouse Experiences
2. CRAFT a People-First Hospitality Culture
3. Build a Large, Profitable Best-In-Class Off Premise Experience
4. Accelerate Restaurant Growth & New Sales Channels
5. Build a Better Guest and Team Member Experience Through the Joy of Technology

Sales

($M except WSA)



	2000	2005	2010	2015	2019	2022
Restaurants	29	44	103	172	208	216
WSA ($ 000s)	$37	$86	$102	$108	$109	$113

Restaurant Remodel Program Delivering Strong Guest Satisfaction and Economic Returns

1 Serve Memorable Brewhouse Experiences

Remodeling Restaurants to Drive Incremental Sales

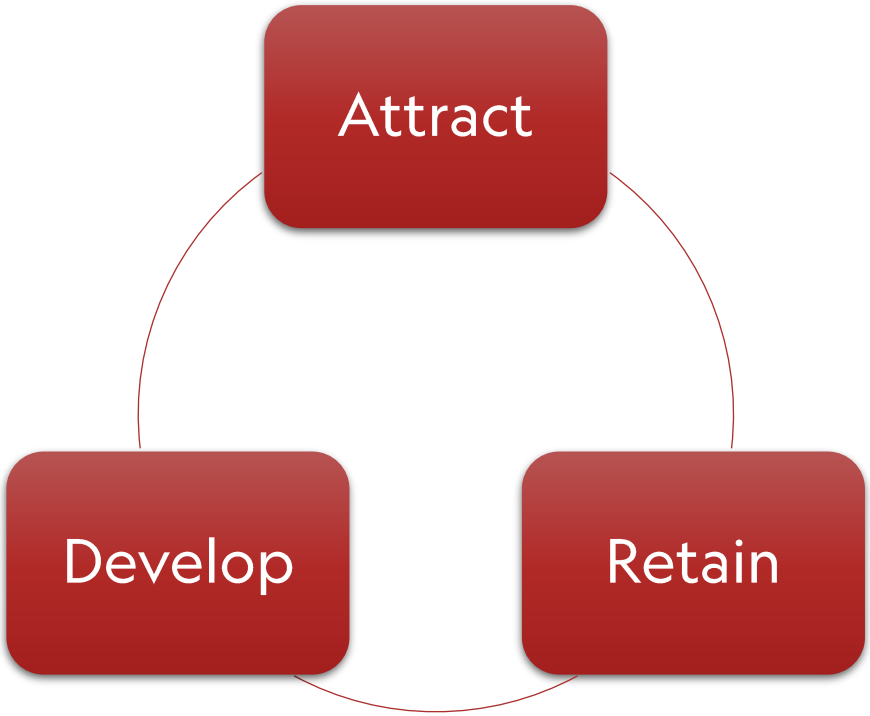




CRAFTing a People-First Hospitality Culture

Unmatched Execution with Best-in-Class Team Members





Continued Focus on Driving Off Premise Sales

3 Build a Large, Profitable Best-In-Class Off Premise Experience

Off Premise Sales Growth Strategy

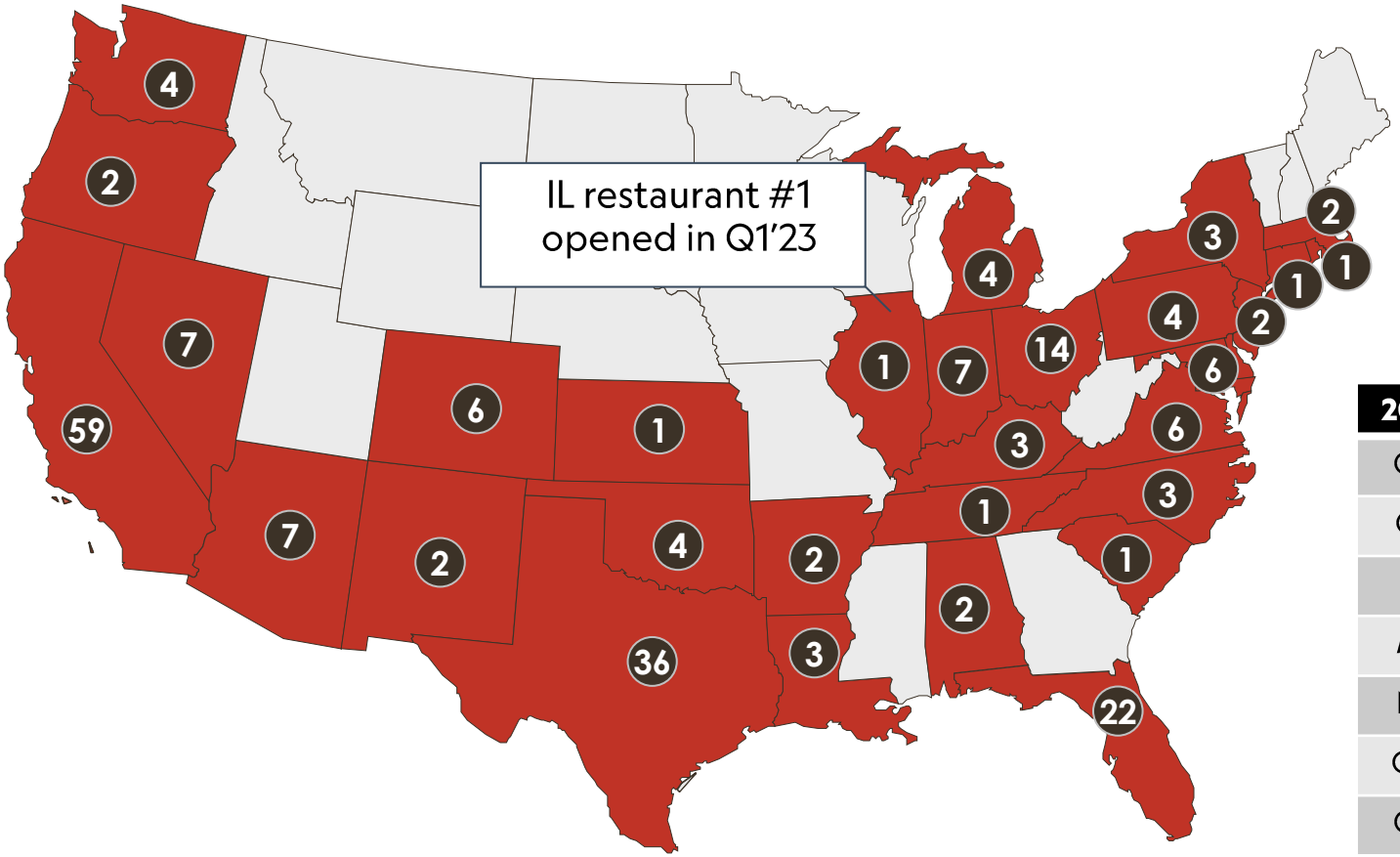


- Address Perception
- Build Awareness
- Improve Experience

Opportunity for 425+ Domestic Locations; Just Getting Started in the Northeast & Midwest

4 Accelerate Restaurant Growth & New Sales Channels

- Currently 216 restaurants in 30 states, or approximately half of the identified potential locations
- 2023 Target: 5 New Restaurants (2 opened, 3 more to go)



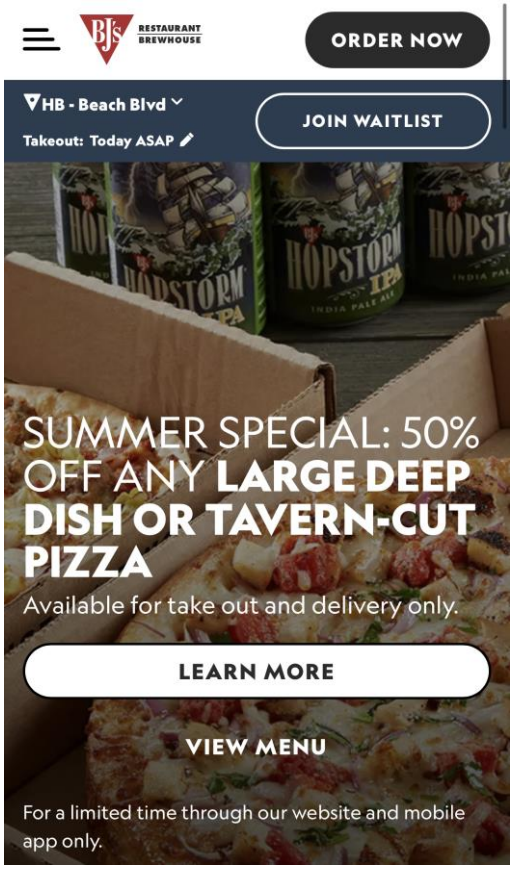
Where BJ's is Expanding

2019	2020-21	2022	2023
CO	IN	AZ	AZ
CT	MA	MA	IL
IN	MI	NC	MI
MI	OH	NV (2)	NY
NJ		TX	TX
OH			
OK			

Numerous Tech Initiatives to Build a Better Guest and Team Member Experience

5 Build a Better Guest and Team Member Experience Through the Joy of Technology

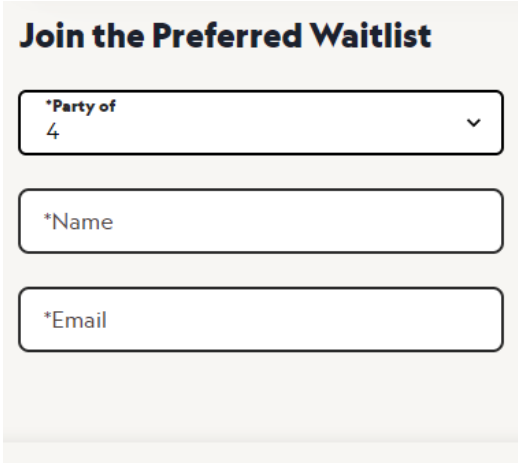
New Website and eCommerce Platform



Off Premise Order Tracker



Interactive Waitlist



Executing Multi-Faceted Plan to Drive Margins Higher

Sales Leverage

- Strategic Pricing
- Remodel Program
- Off Premise Channels
- Late Night Add Back
- Local Domination

Culinary & Menu Strategy

- Raise Average Check
- Increase Traffic & Repeat Visits
- Optimize Menu Items for Profit and Execution

Cost Savings

- Hourly Labor
- Cost of Sales
- Operating Costs
- Other (i.e., G&A)



THANK YOU