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#### **FACT SHEET**

### **Applebee's "Taste the Change" Day – July 21, 2015**

- As part of what may become the largest-ever free food-sampling event, on July 21 Applebee's Neighborhood Grill & Bar® will give away an estimated two million free appetizers at the first ever "Taste the Change" Day.
- Taking place at nearly 2,000 restaurants across the country, the nation's leading casual dining chain will offer free sampler plates of its popular new Sriracha Shrimp and Churro S'Mores appetizers to guests.
- The Sriracha Shrimp features quality shrimp, fried with Applebee's special coating, which provides a light, flaky crunch, then tossed in a Sriracha Chile Lime sauce. New Churro S'Mores are twisted cinnamon churro twists, served with a warm marshmallow and chocolate dip.
- The new menu items offered for free on July 21 are part of a larger menu reinvention focused on transforming Applebee's food by elevating bar-and-grill classics with higher-quality ingredients and premium preparation techniques.
- The "Taste the Change" Day offer is available to dine-in guests all day, with the option of adding other new appetizers at low sampler prices.

#### **Applebee's brand facts:**

- Applebee's restaurants serve more than 1 million guests each day.
- Applebee's sell more steaks than any other restaurant in the United States. The first Applebee's opened in 1980 in Decatur, Ga, as "T. J. Applebee's Edibles & Elixirs."
- Nearly 6 million Facebook fans.
- More than 450,000 Twitter followers.
- More than 85,500 followers on Instagram. Applebee's provides in-restaurant jobs for approximately 101,000 people across the country.

#### **About Applebee's**

Applebee's Grill & Bar offers a lively bar & grill experience with an array of flavorful, handcrafted drinks, appetizers and entrées that constantly evolve. Based in Kansas City,

Missouri, Applebee's has more than 2,000 locations in 49 states, 16 countries and one U.S. territory. Applebee's restaurants are franchised or operated by DineEquity, Inc.'s (NYSE: DIN) wholly-owned subsidiary, Applebee's International, Inc. and its affiliates.

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