

# DINE REWARDS™

## Fact Sheet

### Dine Rewards™

Dine Rewards™ is the first complimentary, nationwide, multi-concept dining program offering loyalty benefits to frequent guests of four founder-inspired restaurant brands: Outback Steakhouse®, Carrabba's Italian Grill®, Bonefish Grill®, and Fleming's Prime Steakhouse & Wine Bar®. With Dine Rewards™, enjoying a great restaurant meal is as simple as Eat, Earn, and Redeem.

### How Dine Rewards Works

#### *Dine Around, Taste the Rewards*

- Visit any Bloomin' Brands participating restaurant and get 50% off\* on every fourth visit.
  - Step 1: **Eat**
    - Enjoy your favorite meal at Outback Steakhouse®, Carrabba's Italian Grill®, or Bonefish Grill® and spend at least \$20\* on food and non-alcoholic beverages to earn a qualified visit.
    - Spend at least \$40\* on food and non-alcoholic beverages while dining at Fleming's Prime Steakhouse & Wine Bar® to earn a qualified visit.
  - Step 2: **Earn**
    - Make three qualified visits within six months to receive a reward of 50% off\* your next meal.
  - Step 3: **Redeem**
    - Every fourth visit, enjoy your 50% off\*.
    - There's no limit to how many rewards you can earn.

#### *Free Enrollment & Welcome Bonus!*

- Dine Rewards™ is free to join and the rewards begin immediately.
- After signing up online, members automatically earn:
  - \$5 off\* of food and non-alcoholic beverages at Outback Steakhouse®, Carrabba's Italian Grill®, or Bonefish Grill®
  - \$10 off\* of food and non-alcoholic beverages at Fleming's Prime Steakhouse & Wine Bar®

#### *Qualified Visits*

- A qualifying Dine Rewards™ visit is defined as:
  - \$20\* minimum spend on food and non-alcoholic beverages at Outback Steakhouse®, Carrabba's Italian Grill®, or Bonefish Grill®
  - \$40\* minimum spend at Fleming's Prime Steakhouse & Wine Bar®

- Discounts, alcohol, gift card purchases, taxes, and tip are excluded in minimum spend requirement.

### ***Simple Online Management***

- With Dine Rewards™ there is no need for a membership card to keep track of or remember. Real-time information can be easily tracked and managed online at our members' convenience.
- When visiting one of the participating restaurants, guests can simply tell their server that they are a member of the Dine Rewards™ program and provide them with the phone number associated with their account to receive credit.
- In the spirit of flexibility that characterizes the Dine Rewards™ program, membership cards are also available in the restaurants upon request.

\*For specific Terms and Conditions visit <https://www.dine-rewards.com/terms-and-conditions>.

### **Dine Rewards Participating Restaurants**

Dine Rewards™ members can enjoy rewards from close to 1,500 participating restaurants throughout 48 states U.S. states.

#### ***Outback Steakhouse®***

Outback Steakhouse®, an Australian-inspired casual dining restaurant, starts fresh every day to create the flavors our mates crave. Internationally known for award-winning steaks and a wide variety of chicken, ribs, seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. Outback is committed to consistently high-quality food and service, generous portions at a down under value in a fun, casual atmosphere suggestive of the Australian Outback.

#### ***Carrabba's Italian Grill®***

Carrabba's Italian Grill® features a casual dinner in a warm, festive atmosphere. Discover a variety of fresh, handmade Italian dishes cooked to order in a lively exhibition kitchen. At Carrabba's, you'll experience flavorful foods prepared just for you and find hospitality is our passion.

#### ***Bonefish Grill®***

Bonefish Grill® specializes in market-fresh fish from all over the world. Our fish is prepared over a wood-burning grill and then paired with original sauces or toppings made from only the freshest ingredients. Bonefish Grill® offers a big city bar atmosphere serving regional craft beers and seasonal cocktails with hand-squeezed juices and fine herbs. From innovative recipes, to contemporary renditions of the classics, our chef-driven menu and bar fresh cocktails are designed to indulge your senses, regardless of the occasion.

### ***Fleming's Prime Steakhouse & Wine Bar®***

Fleming's Prime Steakhouse & Wine Bar® is an ongoing celebration of exceptional food and wine. Indulge yourself with the finest prime steaks and discover new tastes with the Fleming's 100, our award-winning list of 100 wines by the glass. Fleming's gracious service and dedication to excellence turn evenings out into memorable times.

### ***America's Favorite Restaurants***

*Nation's Restaurant News* 2016 Consumer Picks rated the Dine Rewards™ brands as consumer favorites:

#### **Outback Steakhouse®**

- Ranked Top 5 for Most Family-Friendly Chain Restaurant 2015 (*The Daily Meal*)

#### **Carrabba's Italian Grill®**

- #1 America's 14 Best Italian Restaurant Chains 2016 (*The Daily Meal*)
- #2 Italian for 2016 Consumer Picks (*Nation's Restaurant News*)

#### **Bonefish Grill®**

- #1 Seafood and #3 Casual Dining for 2016 Consumer Picks (*Nation's Restaurant News*)
- #1 Chain Restaurant Consumers' Choice Awards for Food Quality 2016 (*Technomic*)
- #2 Consumers' Favorite Chains 2016, Casual Dining (*Technomic*)

#### **Fleming's Prime Steakhouse & Wine Bar®**

- Voted Top 5 Restaurant Chains Overall for 2016 Consumer Picks (*Nation's Restaurant News*)

### **What Today's Diners Want**

Dine Rewards™ was designed to meet the needs of frequent diners with busy lifestyles who enjoy a quality dining experience, as well as the value of simple rewards.

Research shows:

- 75 percent of consumers would like to have one rewards program membership that was honored at multiple restaurant chains<sup>1</sup>.
- 54% of *older* restaurant loyalty programs are inactive<sup>2</sup>. Why? Restaurateurs have been making it *too hard* for guests to sign up for an interact with restaurant loyalty programs.
- Engaging with loyalty programs is more popular than sharing on social media or posting reviews.<sup>3</sup>

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<sup>1</sup>Loyalty is an independent company focused on providing loyalty-marketing, data analysis and research services.

<sup>2</sup> Teresa Navarra in *UpServe* (December 15, 2015)

<sup>3</sup> OpenTable, "Technology and Dining Out 2015," July 16, 2015

- Millennials have surpassed baby-boomers as the nation's largest living generation. Today, 96% of Millennials are using restaurant loyalty programs<sup>4</sup>.

**Learn More**

To learn more about Dine Rewards™ diners should visit <https://www.dine-rewards.com/>, enroll and let the rewards begin!

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<sup>4</sup> Software Advice