



Lunch Taking a Toll? Let Applebee's® Industrial Strength Lunch Decoy Stand In

July 31, 2013

With a Year's Worth of Lunch Combos Starting at \$6.99, New 62-Inch, 12-Gauge Vinyl Model Built to Endure Even More Mundane Work Situations

KANSAS CITY, Mo.--(BUSINESS WIRE)--Jul. 31, 2013-- With more Applebee's® Lunch Combos than ever – enough to try a new combination every workday for a year – America's favorite neighborhood grill and bar this week unveiled a stronger, longer-lasting Industrial Strength Lunch Decoy that is 20 percent thicker than the original, which sold out in weeks last summer.

Built with 12-gauge vinyl material carefully designed to endure several hundred pounds and virtually any workplace scenario, Applebee's Industrial Strength Lunch Decoy is tough enough to fool annoying co-workers, no matter the line of work.

"With more than 200 Lunch Combos starting at \$6.99 – far more than when we first offered Lunch Decoy as a way to ditch your desk for Applebee's – we knew we had to make an adjustment," said Applebee's President Mike Archer. "Industrial Strength Lunch Decoy was born out of that necessity. The original Lunch Decoy wouldn't stand-up to everyday use for a year, but Industrial Strength Lunch Decoy is built to make lunch at Applebee's an everyday possibility."

Like the original decoy, the Applebee's Industrial Strength Lunch Decoy is available in six models – Multi-Tasker, Cubicle Queen, Overachiever, Self-Starter, Go-Getter and Executive – to effectively stand in for anything from the most challenging to the most mundane (C'mon, a status meeting at 11:45? Those are never over before noon!) work tasks.

The Industrial Strength Lunch Decoy, available for \$6.99 at www.applebees.com/lunch-decoy comes with a Bonus Customization Kit (a \$1 value!), with accessories to make your inflatable you a true doppelganger.

"For weeks last summer, no one was the wiser. Lunch Decoy had done its job admirably," Archer said. "But then, slowly, the office buzzkills began to catch on. All of the sudden, Jan stopped wearing her earrings, or Jim suddenly shaved his beard. We've solved for that with the Industrial Strength Lunch Decoy customization package."

With Lunch Decoy and Applebee's new Lunch Combos Starting at \$6.99, guests can mix and match from more than 20 craveable Classic and Signature soups, salads, sandwiches and entrees, including four new sandwiches:

- The **Classic Turkey Breast Sandwich** is thick slices of slow-cooked turkey breast, crisp romaine lettuce, sliced tomatoes and smoky mayo on a toasted ciabatta bun.
- The **American BLT Sandwich** is six slices of crisp Applewood smoked bacon piled high and smothered with melted American cheese on toasted Tuscan bread with smoky mayo, fresh iceberg lettuce and tomato slices.
- The **Four Cheese Grille Sandwich** is a blend of classic sharp cheddar, aged white cheddar, Asiago and Parmesan cheeses, melted to perfection on toasted Tuscan bread, and served with a bowl of tomato basil soup.
- The **Turkey Bacon Avocado Sandwich** is stacked with thick-sliced, slow-cooked turkey breast piled on ciabatta bread and topped with ripe, creamy sliced avocado, Jack cheese, red ripe tomatoes, fresh lettuce, crispy bacon and green goddess dressing.

Applebee's Industrial Strength Lunch Decoy Digital Ad

View the digital ad for Applebee's Industrial Strength Lunch Decoy [here](#).

About Applebee's International, Inc.

Applebee's Neighborhood Grill and Bar® (www.applebees.com) is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 15 countries and one U.S. territory. Based in Kansas City, Mo., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar® is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's International, Inc. and its affiliates.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130731006140/en/>

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