



What's a "Pub Diet"? Applebee's® Puts a 'Better-for-You' Twist on Bar & Grill Favorites

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New Applebee's Pub Diet Satisfies with Delicious, Balanced Dishes

KANSAS CITY, Mo.--(BUSINESS WIRE)--Jan. 6, 2015-- When choosing their next healthful dish, 63 percent of eaters focused on nutrition say they look for energy-boosting additives like protein, fiber and other nutrients, according to a recent study¹.



Shrimp & Broccoli Cavatappi (Photo: Business Wire)

than 600 calories – make resolution season simple and delicious.

The new Pub Diet menu at **Applebee's Grill and Bar** features a tasty and balanced take on classic bar-and-grill favorites. Featuring indulgent pub-style dishes, the Pub Diet includes unexpected ingredients like quinoa and whole grains. Starting at \$9.99, the handcrafted Pub Diet dishes have fiber and protein and – with less

"At Applebee's, better-for-you food doesn't mean boring food," said Darin Dugan, Applebee's Senior Vice President of Culinary and Marketing. "We created The Pub Diet to match our Guests' flavor preferences and profiles without compromising their goals of eating healthful foods."

The Pub Diet menu includes four dishes:

- **Pepper-Crusted Sirloin & Whole Grains:** Perhaps the tastiest 350 calories ever assembled, this dish includes a mixture of hearty, whole grains under pepper-crusted sirloin to deliver remarkable flavor. Fire-roasted tomatoes, Portobello mushrooms and sautéed spinach add taste, nutrients and color.

Guest feedback during testing included "the snap and crunch of the grains were offset by the smooth texture of the spinach and tomatoes," and "the crusted steak exploded with flavor!"

- **Cedar Grilled Lemon Chicken:** This refreshing, power-packed dish adds balance to any day with the perfect combination of quinoa, cranberries, pecans and cedar-rubbed chicken with lemon and olive oil vinaigrette.

Guest feedback during testing included "love the rice and quinoa blend," "good-quality ingredients," and "the quinoa – loved it!"

- **Shrimp & Broccoli Cavatappi:** Crisp broccoli and grilled, black pepper-seasoned shrimp top cavatappi pasta and are tossed in a light, Parmesan-blend cream sauce. Parmesan blend and lemon add a fresh, finishing touch to this light but filling dish.

Guest feedback during testing included "perfect mix of vegetable, protein and carbs," and "unique blend of pasta, sauce and shrimp was a great combination."

- **Savory Cedar Salmon:** Grilled cedar-seasoned salmon is topped with artichoke spread and placed on a bed of fresh vegetables and steamed potatoes. With folic acid, vitamins A, C and K, this dish has power.

Guest feedback during testing included "great flavor," "artichoke sauce was wonderful," and "I loved the smoky flavor."

The new Pub Diet menu pairs well with cold beer, or the **SkinnyBee™ Pomegranate 'Rita** Made with Sauza Hornitos Reposado 100% Blue Agave tequila and around just 130 calories, the SkinnyBee Pomegranate 'Rita won't break Guests' resolutions before they begin.

The Applebee's Brand

Applebee's is the world's largest casual dining chain, with approximately 2,000 locations in 49 states, 16 countries and one U.S. territory. Based in Kansas City, Missouri, Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar® restaurants are franchised or operated by DineEquity, Inc.'s wholly-owned subsidiary, Applebee's International, Inc. and its affiliates.

¹ Levesque, Sarah Day. "Nutritional Food and Drink –US –January 2013." *Mintel Oxygen*, January 2013. Web. 01 December 2015.



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