



Applebee's Launches Neighborhood-Inspired Burgers

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Applebee's Realburgers From Across America Bring the Best Neighborhood Flavors to Your Hometown

LENEXA, KS, Apr 26, 2010 (MARKETWIRE via COMTEX) --Burgers are America's favorite food, and the new Realburgers from Across America at Applebee's(R) have flavors that are as unique as the neighborhoods that inspired them.

Applebee's Realburgers(TM) from Across America start with fresh, 100 percent ground chuck, then are individually handcrafted and made-to-order. What makes these burgers so unique?

Their neighborhood-inspired flavors: the Philly Burger, the Southwest Jalapeno Burger and the Cowboy Burger. From fresh, sauteed peppers and onions to tangy chipotle mayo and candied jalapenos to applewood smoked bacon and zesty barbecue sauce.

"These burgers come from our knowledge of the neighborhoods," said Mike Archer, president, Applebee's Neighborhood Bar & Grill.

A year ago, Applebee's won the hearts -- and taste buds -- of burger lovers coast-to-coast when it debuted Realburgers, handcrafted burgers made from scratch and packed with flavor. The launch was so successful that one year later, Applebee's added another layer to its Realburgers -- rich regional tastes as unique as the neighborhoods that inspired them.

"We are the neighborhood experts, with restaurants from coast to coast. We want to give our guests the opportunity to share some of these great flavors in their hometown," said Archer. "At Applebee's, we take our burgers very seriously."

Applebee's chefs explored neighborhood tastes, seeking unique flavors and traditions that define a neighborhood.

"We've captured some of the best flavors in America in these new burgers; they're fresh, neighborhood-inspired recipes that are so good neighborhoods put their names on them," said Shannon Johnson, CEC, executive chef, who oversees development of new Realburgers and all menu items at Applebee's. "These burgers taste like America: big and unique."

The Realburgers from Across America lineup includes:

Philly Burger Applebee's interpretation of a sandwich so bold it represents a city. Crowned with fresh, sauteed onions, peppers and mushrooms, it's topped with a rich, aged white cheddar cheese sauce and served "Philly Style" on a toasted hoagie roll.

Southwest Jalapeno Burger Inspired by the high desert of the southwest where chili peppers abound, this burger warms things up with a masterful combination of ingredients: habanero-jack cheese, tangy chipotle mayo and unique candied jalapeno peppers.

Cowboy Burger Topped with Applebee's hand-breaded crispy onion strings, applewood-smoked bacon and Applebee's zesty barbecue sauce for a wild west, down-home kick.

The new burgers complement Applebee's Realburgers lineup launched last year, which include the Quesadilla Burger, Bacon Cheddar Cheeseburger, Steakhouse Burger with A.1.(R) Steak Sauce and the Fire Pit Bacon Burger.

About Applebee's Applebee's (www.applebees.com) is the world's largest casual dining chain, with more than 2,000 locations in 49 states, 16 countries and one U.S. territory. Based in Lenexa, Kan., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience.

Applebee's Services, Inc., and its affiliates franchise and operate restaurants under Applebee's Neighborhood Bar & Grill and are a DineEquity, Inc. (NYSE: DIN) brand.

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