



Applebee's(R) Jazzes Up its Menu with Bourbon Street Flavors

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New Blackened Steak Penne, Blackened Chicken Penne and Bourbon Black & Bleu Burger Offer Applebee's Guests New Orleans-Inspired Flavors in Their Own Neighborhood

KANSAS CITY, Mo., Mar 02, 2012 (BUSINESS WIRE) --If Bourbon-Street flavors are on your wish list but you can't make it to New Orleans, Applebee's has great news for your taste buds.

Applebee's is introducing its new Blackened Steak Penne, Blackened Chicken Penne and Bourbon Black & Blue Burger. The popular Bourbon Street Chicken & Shrimp is also back for a limited time.

- **NEW Blackened Steak Penne** - Tender, blackened steak served over penne tossed with fresh spinach, garlic tomatoes and creamy Alfredo, then sprinkled with Parmesan, served with a side of toasted garlic bread.
- **NEW Blackened Chicken Penne** - Tender, blackened chicken served over penne tossed with fresh spinach, bruschetta and creamy Alfredo, then sprinkled with Parmesan. Served with a side of toasted garlic bread.
- **NEW Bourbon Black & Bleu Burger** - 7 oz. patty with blackened seasoning, bourbon caramelized onions & mushrooms, Jack cheese, bleu cheese crumbles and Applewood smoked bacon, served on a toasted bakery bun with smoky mayo.
- **Bourbon Street Chicken & Shrimp** - Loaded with Cajun-inspired flavor, Applebee's Cajun-seasoned chicken breast is grilled and served on a sizzling skillet and topped with blackened-seasoned shrimp, garlic and thyme. Served with crispy potatoes and sautéed onions & mushrooms.

The Blackened Chicken Penne and the Bourbon Street Chicken & Shrimp are also featured on Applebee's 2 for \$20 menu, which gives guests a choice of a shareable appetizer and two full size meals, including options like steak, chicken, shrimp and salad. With Applebee's newest culinary innovations, guests can now choose from more than 200 appetizer/entrée combinations all for one great price.

"It's a flavorful trip to the bayou without leaving the neighborhood," said Shannon Johnson, CEC(R), vice president of culinary and menu strategy for Applebee's. "Our guests expect exceptional tastes and great choices and these new items deliver."

About Applebee's

Applebee's (www.applebees.com) 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, Mo., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood Grill & Bar(R) is a DineEquity, Inc. (NYSE: DIN) brand, and is franchised and operated by Applebee's Services, Inc. and its affiliates.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50190470&lang=en>

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