



## Applebee's® NEW! Spirited Cuisine: “Tricky” Techniques Raise the Bar on Flavor

November 14, 2012

*Bar meets grill with great entrees crafted with a touch of wine, bourbon and beer; Applebee's Digital Gift Cards to feature original, fan-submitted artwork starting Dec. 1*

KANSAS CITY, Mo.--(BUSINESS WIRE)--Nov. 14, 2012-- **Applebee's** this week introduced its new Spirited Cuisine menu, inspired by cooking down wine, bourbon and beer to release deep, rich flavors. With techniques normally reserved for fine dining restaurants, Applebee's NEW Napa Chicken & Portobellos, NEW Brew Pub Pretzels & Beer Cheese Dip and Double Barrel Whisky Sirloins meld bar with grill at America's favorite neighbor.

Using beer to slow cook, wine for depth and bourbon to caramelize brings the flavors of Applebee's new Spirited Cuisine menu to life. Highlighting the complexity of the new menu, Applebee's also has released a new series of advertisements featuring the classic Run DMC song, “It's Tricky,” and the world's premiere “flair bartender,” Christian Delpech, who expertly flips bottles, utensils and ingredients while preparing Spirited Cuisine menu items.

“We obsessed over combining wine, bourbon and beer with top ingredients to create craveable dishes that are approachable for our guests,” said Applebee's Executive Chef Michael Slavin. “Just a touch goes a long way in delivering the unique, well-balanced flavors of Applebee's new Spirited Cuisine menu.”

### Spirited Cuisine Menu Items

- **NEW Napa Chicken & Portobellos:** A rich cabernet demi-glace smothers a grilled chicken breast topped with onions, Portobello mushrooms and Parmesan cheese over a bed of zucchini, mushrooms, roasted red peppers, onions and crispy red potatoes – all Unbelievably Great Tasting & Under 550 Calories™.
- **NEW Brew Pub Pretzels & Beer Cheese Dip:** A contemporary spin on a classic British dish, craft beer and white cheddar cheese are cooked slowly to allow the beer's flavors to permeate the cheese completely. Fluffy on the inside and crispy outside, the pretzels are finished with sesame seeds, coarse salt and crushed red pepper.
- **Double Barrel Whisky Sirloin:** Deglazing the pan with smooth bourbon brings out the sweetness in the caramelized onions and incorporates an oak flavor and light, smoky notes into the two blackened 4 oz. sirloins, served with garlic mashed potatoes.

### “Applebee's Reply Guy” Digital Gift Card Artwork

Applebee's recently announced that it will select three pieces of original, fan-submitted, artwork to represent the brand's more than 3.5 million social media fans on digital gift cards beginning Dec. 1.

The artwork should focus on “Applebee's Reply Guy” or “ARG” – the brand's signature sign-off to Facebook interactions. Entries can be submitted through the **Applebee's Facebook page** through Nov. 28. See the Facebook page for details.

### About Applebee's

Applebee's ( [www.applebees.com](http://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 Services, Inc. and its affiliates.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20121114005632/en/>

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