



Applebee's® Delivers Full-On Flavor, Big Portions for Under 550 Calories

January 2, 2013

*Taste It, Believe It with NEW! Zesty Roma Chicken & Shrimp and NEW! Lemon Parmesan Shrimp;
New Entrees Added to Unbelievably Great-Tasting & Under 550 Calories™ Menu*

KANSAS CITY, Mo.--(BUSINESS WIRE)--Jan. 2, 2013-- Getting great-tasting, satisfying food with fewer calories is easier than ever with NEW! [Unbelievably Great Tasting & Under 550 Calories menu](#) items at [Applebee's](#), America's favorite neighborhood grill and bar.



Zesty Roma Chicken & Shrimp (Photo: Business Wire)

Packed with two proteins, real parmesan cheese, crispy red potatoes and a bold red sauce with a kick, you may wonder how Applebee's NEW! [Zesty Roma Chicken & Shrimp](#) could deliver this much

deliciousness without giving something up. But at Under 550 calories, new entrees like the NEW! [Lemon Parmesan Shrimp](#) are engineered to deliver all the taste without the trade-offs.

"The secret is how we get to those bold flavors and big portions," said Jessica James, Applebee's Executive Chef. "By using citrus oils to add fresh flavors instead of calories, and steaming our potatoes before frying, our new menu fills you up with great-tasting food, minus the guilt."

Applebee's is changing the perception of lower-calorie food one bite at a time. In addition to the Zesty Roma Chicken & Shrimp and Lemon Parmesan Shrimp, Applebee's "Unbelievably Great-Tasting Choices" menu includes the [Napa Chicken & Portobellos](#), the [Roasted Garlic Sirloin](#), the [Signature Sirloin with Garlic Herb Shrimp](#) and other great-tasting, large portion favorites with fewer than 550 calories.

- **NEW! Zesty Roma Chicken & Shrimp:** A juicy grilled chicken breast, blackened shrimp and parmesan cheese come together atop a hash of crisp red potatoes, zucchini, red onions, Roma tomatoes, basil and peppers. Zesty tomato sauce gives it a tasty kick.
- **NEW! Lemon Parmesan Shrimp:** Tender blackened shrimp are sautéed with fresh tomatoes, onions and basil, then served over a bed of creamy rice with a decadent lemon cream sauce and parmesan cheese.

Visit the [Applebee's YouTube channel](#) to hear Chef James explain more of the techniques used to create the new Applebee's Unbelievably Great Tasting & Under 550 Calories entrees and to see how real Applebee's guests have responded to the menu.

About Applebee's

Applebee's (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/20130102005224/en/>

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