

# Bar Snacks, Pub Plates and Shareables: Applebee's® Launches Robust Flavors in New Appetizer Platform

## Kobe-Style Meatballs, Sriracha Shrimp and Double-Crunch Bone-In Wings Highlight Menu Changes at America's Top Casual Dining Chain

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KANSAS CITY, Mo., Feb. 24, 2015 /PRNewswire/ -- **Applebee's Grill and Bar** today launches a new platform of appetizers featuring bold flavors, premium ingredients and Applebee's tasteful twist on bar-and-grill classics, served in a variety of sizes and combinations to serve any appetite or table dynamic.

With the introduction of craveable Bar Snacks, Shareables and Pub Plates, Applebee's accommodates a wide variety of guest preferences in sizes fit for snacking, sharing as appetizers or as individual entrees. A new "Build Your Sampler" enables guests to customize their own plates and platters by mixing and matching any combination of items to fit their table's desire for a variety of flavors and portion sizes.

"We've taken classic bar-and-grill favorites and elevated them with premium ingredients and on-trend flavors guests love," said Senior Vice President of Culinary and Marketing Darin Dugan. "And we offer them in a variety of portion sizes and combinations that provide guests with an unprecedented ability to customize and personalize their experience."

The nine new appetizers include traditional, American bar-and-grill favorites like nachos, meatballs and fried shrimp, taken to new heights by the use of premium ingredients and unique and innovative builds that underscore flavor and craveability.

For example, new **Salsa Verde Brisket Nachos** features tender, slow-roasted brisket, shredded and tossed with salsa verde and served with gooey white queso cheese sauce on the bottom and stretchy shredded cheddar on the top. Fresh jalapenos, lettuce and pico de gallo add texture and contrast, and in-house, hand-cut tortilla chips complete the dish.

New **Kobe-Style Meatballs** uses top-of-the-line premium ground beef for a juicier, more flavorful meatball that is slow-cooked in Pomodoro sauce and served with a French-style baguette.

New **Sriracha Shrimp** are fried with Applebee's proprietary coating, which provides a light, flaky crunch. Then they're tossed in a Sriracha Chile Lime sauce and served on a nest of wonton noodles.

New **Double-Crunch Bone-In Wings** are larger, meatier wings, flash-fried twice for extra crunch, then tossed with a choice of six sauces: Honey BBQ, Spicy Sweet, Asian Chile, Classic Buffalo,

Hot Buffalo and Thai Peanut.

New Bar Snacks include Double Crunch Bone-in Wings, Pot Stickers and Churro S'mores; New Shareables include a larger portion of Pot Stickers, Sriracha Shrimp and Sweet Potato Fries with three dipping sauces; and new Pub Plates includes Sweet Chile Brisket Sliders, Kobe-Style Meatballs, Salsa Verde Shredded Brisket Nachos, a larger portion of Double Crunch Bone-In Wings and a Chicken Quesadilla.

The full line-up of new appetizers:

### Bar Snacks:

- **NEW Double-Crunch Bone-in Wings** with a choice of six sauces: Honey BBQ, Spicy Sweet, Asian Chile, Classic Buffalo, Hot Buffalo and Thai Peanut
- **NEW Pot Stickers** are shrimp- and pork-filled wontons, served with a choice of traditional soy-based dipping sauce or a Thai Peanut sauce
- **NEW Churro S'Mores** are twisted cinnamon churro twists, served with marshmallow and chocolate dip
- **Green Bean Crispers** are battered, fried and served with lemon aioli
- **Chips & Salsa** are hand-cut tortilla chips served with salsa verde and chipotle lime salsa
- **Soups:** Chicken Tortilla, Tomato Basil, French Onion and a Soup-of-the-Day

### Shareables:

- **New Pot Stickers** are shrimp- and pork-filled wontons served with Thai peanut and soy dumpling sauce
- **New Sriracha Shrimp** served with BBQ spice and sriracha chile lime sauce
- **New Sweet Potato Fries** with sriracha chile lime, BBQ bacon ranch and maple-flavored cream cheese sauces
- **Spinach & Artichoke Dip**, served with hand-cut tortilla chips
- **Brew Pub Pretzels & Beer Cheese Dip** served with white cheddar beer cheese and honey Dijon dips
- **Mozzarella Sticks** served with marinara sauce

### Pub Plates:

- **NEW Kobe-Style Meatballs** with Pomodoro sauce, sliced ciabatta and Parmesan blend
- **NEW Sweet Chile Brisket Sliders** with spicy sweet Asian chile sauce and fresh diced pineapple
- **NEW Salsa Verde Shredded Brisket Nachos** with spicy queso blanco, cheddar, pico de gallo and fresh jalapenos
- **NEW Double-Crunch Bone-in Wings** served with a choice of honey BBQ, spicy sweet Asian Chile, classic or hot Buffalo or Thai Peanut sauces
- **NEW Chicken Quesadilla** with chipotle-lime chicken, salsa verde and pico de gallo
- **Grilled Chicken Wonton Tacos** are spicy chicken-stuffed wonton shells with slaw and cilantro
- **Boneless Wings** served with a choice of honey BBQ, spicy sweet Asian Chile, classic or hot Buffalo or Thai Peanut sauces
- **Crosscut Ribs** served with a choice of honey BBQ, smoky chipotle or spicy sweet Asian Chile sauce, along with housemade sweet and spicy pickles

## **About Applebee's**

Applebee's 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 Kansas City, Missouri, Applebee's offers a lively bar & grill experience with an array of flavorful, hand-crafted drinks, appetizers and entrees that constantly evolve. Applebee's Grill & Bar® restaurants are franchised or operated by DineEquity, Inc.'s (NYSE: DIN) wholly-owned subsidiary, Applebee's International, Inc. and its affiliates.

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