

# The All-Day Brunch Burger, The Blazin' Texan: Applebee's® New All-In Burgers® are Smashed, Seared and Served with All-You-Can-Eat Fries

## Monday Burger Nights Feature Premium Burgers And All-You-Can-Eat Fries for \$6.99\*

PR Newswire  
KANSAS CITY, Mo.

KANSAS CITY, Mo., Aug. 18, 2015 /PRNewswire/ -- Highlighting its new, unique platform of handcrafted All-In Burgers®, Applebee's Neighborhood Grill & Bar today launches the All-Day Brunch Burger and The Blazin' Texan, along with a \$6.99 Monday night Burger Night promotion.

First launched in late 2014, the popular, craveable All-In Burgers have toppings seared directly into a patty of 100% fresh, never frozen, ground beef. They are piled high with even more toppings, including thick-sliced bacon, shredded beef brisket and other bold, premium ingredients.

The All-Day Brunch Burger has bacon and onion seared in, and is topped with a fried egg, crispy hash browns and American cheese; The Blazin' Texan has fresh jalapenos and onions seared in, and is topped with shredded beef brisket, white cheddar cheese and Applebee's signature sauce.

Just in time for football season, the new burgers are now being offered along with all six others each Monday night for \$6.99, including free refills of regular, sweet potato fries or House Chips. All-In Burgers are served with limitless refills of fries every day of the week.\*

"A great American bar and grill needs a killer burger, and our All-In Burgers are one-of-a-kind," said Applebee's Senior Vice President of Marketing and Culinary Darin Dugan. "At \$6.99 with unlimited fries, they're a fantastic value!"

Guests taste-testing the burgers have agreed: "I love the egg, the hash browns and the juiciness. Man, this is the ultimate burger!" one said of the All-Day Brunch Burger. "The spice and flavor per bite is amazing," one said of The Blazin' Texan. "The brisket was a perfect balance to the spicy jalapenos."

In addition to the brand new All-Day Brunch Burger and The Blazin' Texan, Applebee's burgers include:

- **The American Standard:** Pickles, bacon and onion seared in, signature sauce and American Cheese
- **Triple Bacon:** Applewood smoked bacon seared in, with bacon, cheddar cheese and BBQ bacon ranch sauce
- **Mushroom Swiss:** Portobello and button mushrooms seared in, with BBQ bacon ranch sauce and Swiss

- **Quesadilla Burger:** Bacon, pico de gallo and Mexi-ranch sauce in a Jack and cheddar quesadilla
- **Cowboy:** Bacon, onion strings, cheddar and BBQ sauce

As the Monday night Burger Night special arrives with the kick-off of football season, Applebee's will raise awareness among football fans through high profile media partnerships with national television networks.

Celebrating its 35<sup>th</sup> year, the nation's leading casual dining chain is using the special to encourage guests to try its new and improved menu of craveable bar-and-grill classics, including 11 new appetizers launched earlier this year. Select appetizers are being offered at half price weekdays from 3-6 p.m. and from 9 p.m.-close.\*

"We've elevated bar-and-grill classics with premium ingredients, on-trend flavors and new builds and preparation," Dugan said.

\*Offered for a limited time. Price and participation varies by restaurant.

### **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 entrées that constantly evolve. Applebee's Grill & Bar® restaurants are franchised by DineEquity, Inc.'s (NYSE: DIN) wholly-owned subsidiary, Applebee's International, Inc. and its affiliates.

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