

Applebee's® Brews Up New Bar Beverages Featuring Not Your Father's Root Beer

Largest Restaurant Rollout of Fastest Growing Top 10 Craft Beer Brand

GLENDAL, Calif., March 3, 2016 /PRNewswire/ -- Applebee's® Neighborhood Grill & Bar announced today the addition of craft specialty ale Not Your Father's Root Beer to its bar menu in all U.S. locations. Applebee's will now serve Small Town Brewery's best-selling ale as a stand-alone beverage and as an ingredient in a new specialty drink, the Not Your Father's Adult Root Beer Float. This introduction makes Applebee's the nation's largest restaurant brand to serve Not Your Father's Root Beer and is the heftiest restaurant roll-out in the brewery's history.

The childhood favorite beverage with an adult twist, Not Your Father's Root Beer revolutionized craft beer in the United States, defining a new category of specialty ale and contributing to one-third of craft beer growth in the industry¹. Founded by Tim Kovac, brew master of Small Town Brewery, the ale quickly rose from an offering found in a few dozen Chicago bars to a growing sensation. As Applebee's looks to redefine the neighborhood bar experience, making innovative, unique beverages available to guests on a local, regional or national level is becoming increasingly important to differentiate itself from competitors.

"Not Your Father's Root Beer has become the fastest growing craft ale brand in the industry and is marking an influential moment in the beverage space," said Corey Will, executive director, beverage innovation, Applebee's. "Similarly, this is a pivotal year for Applebee's as we look to revamp the bar experience for our guests, and adding new, unique beverage options—like this adult root beer—enhances our menu to attract new fans."

The silky smooth taste and satisfying finish of Not Your Father's Root Beer is unmatched in flavor and appeals to craft beer and wine aficionados as well as those who may not typically drink beer but crave a unique alcoholic beverage. The painstaking commitment to flavor is evident in the perfect blend of sarsaparilla, wintergreen, anise and vanilla. Each 12 ounce bottle of Not Your Father's Root Beer contains 5.9 percent alcohol by volume.

"It's been a fast and fulfilling journey for the Not Your Father's brand—one I never could have imagined when we first started brewing," claims Tim Kovac. "We are really excited that Applebee's can now bring our specialty craft beers to every neighborhood bar in America."

Early introduction of new, unique beverages is just one of the initiatives Applebee's will pursue this year to revitalize and differentiate the brand offerings and enhance the guest experience. Additional developments will be made throughout the year, further establishing Applebee's as a preferred destination grill and bar.

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 in Guam and Puerto Rico. Based in Glendale, Calif., Applebee's takes pride in providing a welcoming, neighborhood environment where everyone can enjoy the dining experience. Applebee's Neighborhood 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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About Small Town Brewery

After home brewing for over two decades, Tim Kovac founded Small Town Brewery in 2010. Kovac's brewing focus developed as he unearthed his unique family brewing history, which dates back to the 17th century. His ancestor's brewing practices -- which included fruit-based recipes that use herbs, flowers, roots and berries -- have inspired Small Town's innovative offerings that pay homage to the roots of modern brewing. Small Town uses unique ingredients to create specialty beers with an unmistakable taste of nostalgia.



For more information on Small Town Brewery and Not Your Father's availability, please visit www.smalltownbrewery.com.

¹ Nielsen All Outlet latest 13 weeks ending 01/02/2016

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SOURCE Applebee's

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