



For Immediate Release

## **Applebee's Announces New Hand-Cut Wood Fired Menu Items in 36 Wisconsin Locations**

**WAUKESHA, WI – May 11 2016** – Wisconsin Hospitality Group LLC (WHG) and its 36 Wisconsin-based Applebee's restaurants are pleased to announce the brand's new grill platform that includes dozens of new items – the *Applebee's Hand-Cut Wood Fired Grill*. This new platform marks a significant change in Applebee's experience, improving on an already superior product and quality.

The installation of 36 new wood-fired grills in Wisconsin-area Applebee's is part of an approximate \$400,000 investment by WHG, and a combined \$40 million investment by Applebee's franchisees nation-wide.

The new *Hand-Cut Wood Fired Grill* will be available in all Applebee's locations beginning May 9<sup>th</sup>, and features a line of USDA Choice top sirloin beef that is fresh, never frozen, and hand-cut in the restaurant before being grilled to perfection over American oak.

"Applebee's serves more steaks than virtually any restaurant chain the nation," said Mark Dillon, President and CEO of Wisconsin Hospitality Group. "The new Hand-Cut Wood Fired steaks will set us apart in the restaurant category by providing top quality, great tasting menu alternatives that are still a fantastic value."

The new Applebee's *Hand-Cut Wood Fired Grill* menu will include:

- 8 oz. and 6 oz. Hand-cut USDA Choice Top Sirloin Steaks
- Butcher's Reserve 12 oz. USDA Choice Top Sirloin with limited daily availability
- Hand-cut Bone-in Pork Chop with Honey Apple Chutney
- Cedar-grilled Salmon with Maple Mustard Glaze
- Grilled chicken breast

Along with the new wood-fired entrees, guests will be able to choose their own meal combinations with brand new signature sides including fire-grilled veggies, crispy cheddar bacon potatoes and Applebee's signature 4-Cheese Mac and Cheese.

The culinary team at Applebee's succeeded in its goal to make the *Hand-Cut Wood Fired Grill* a unique dining experience: hand-cutting allows the chef to evenly grill steaks and chops to our guest's perfect temperature – whether that's rare, well or somewhere in between – and the American Oak deliciously sears in the juices, delivering an enticing aroma and flavor you can't get any other way.

“Guests will notice a big change the minute they step foot in our restaurant,” continued Dillon. “Between the aroma of American oak and the fantastic new entrees, the Hand-Cut Wood Fired grill will not only give a better tasting product for our guests, but it provides a brand new experience.”

The USDA states “The United States Department of Agriculture (USDA) meticulously grades beef at the request of a meat packer. Only beef that is USDA inspected may carry the USDA shield of authenticity. For more information on the USDA, please visit their website – <https://www.ams.usda.gov>

Wisconsin Hospitality Group and its affiliates own and operate 110 restaurants across Wisconsin. WHG has grown in sales to become the largest Wisconsin-based food service franchise company in the state. Headquartered in Waukesha, WHG operates 36 Applebee’s Grill & Bar restaurants and 74 Pizza Hut Restaurants, all committed to guest satisfaction and community support.

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