



Welcome to America's Diner

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Denny's Makes the Simple Pleasure of Eating out with Family and Friends Worth It Again by Launching 16 Bold, New Menu Items

Fresh New Lineup will Entice Consumers to Eat Out By Providing Cravable, Affordable Value

SPARTANBURG, S.C., May 29, 2009 (BUSINESS WIRE) -- While Americans may not splurge on extravagant treats in this economy, they will increasingly look to simple pleasures as a more suitable and satisfying way to feel good, according to consumer research. They will find new meaning to a simple cup of coffee and the ritual of enjoying a meal out with family and friends. Denny's (NASDAQ:DENN) wants to make that "meal out" worth it. The restaurant chain knows that with money tight it must lure folks in by offering more than just competitive price points on meals.

"We have to do so much more in this environment," emphasizes Nelson Marchioli, CEO, Denny's. "We listened to consumers and knew we had to give our customers new and interesting reasons to continue to come to eat out. That's why we've created such a large volume of new menu options at Denny's, more than we've done at one time in decades. We're meeting consumer demand for fresh, savory products that are tasty and price worthy."

Now available in Denny's restaurants across the country are new Breakfast Burritos, including Bacon Avocado and Grand Slam® Burritos; fresh half or whole salads including Cranberry Pecan Chicken and Prime Rib & Bleu Salad; sandwiches including Chicken Melt, Fried Egg and Prime Rib Philly Melt; and Skillet dinners including Monterey Sirloin and Tilapia Ranchero. Denny's is also introducing their new Breakfast Roast coffee, a special blend specifically designed to give guests a great start to their day, no matter what time of day.

"Denny's has a long history of menu variety, with items offered at affordable prices no matter what time of day or night. From our new Real Breakfast burritos to our fresh new salads and sandwiches to our dinner skillets, we're looking for ways to offer our guests even more truly cravable items they can't get anywhere else," said John Dillon, Vice President of Marketing and Product Development, Denny's.

Denny's is making a concerted effort to re-connect with the consumer, lure them in with what the company is calling the "pleasure principle." Based on comprehensive market research, Denny's knows Americans don't want to give up their simple pleasures. Eating out with friends and family on a daily basis and enjoying meals like breakfast, lunch and dinner without breaking the bank - meals that allow them to instead stretch their dollars - continue to be important.

"It's about the purse," says Mark Chmiel, Chief Marketing Officer, Denny's. "We work hard to make it worth it for our loyal customers to dine with us. Bold and strategic products lure folks in and these additions to our menu allows customers to enjoy an affordable restaurant experience in a new way and keep the pleasure/price ratio in balance."

Additionally, Denny's will launch Better For You menu choices including delicious items with reduced fat or sodium such as turkey bacon, chicken sausage, wheat pancakes, egg whites, fresh fruit, granola and yogurt. They will also add terrific choices for kids: dippable vegetable sticks (carrots, celery and cucumber), apple slices, spaghetti, Jell-O and yogurt. The dippable vegetable sticks will also be part of the general menu.

Denny's 16 New Menu Items: Bold, Fresh and Lots of Choices

BREAKFAST...the optimism of a new day...all day.

Four New Burritos

"Sausage Ranchero," "Bacon Avocado," "Grand Slam®," and "Southwestern Steak."

A tribute to America's love affair with the breakfast burrito, these offerings are a contemporary take on traditional breakfast, offering true breadth of flavor: spicy, fresh and sweet. Taste and flavor at an incredible price with a contemporary attitude. The Breakfast Burrito made by the breakfast experts.

Sausage Ranchero

Savory Sausage, scrambled egg, American cheese, crispy hash browns and a flavorful ranchero sauce hand-wrapped in a large flour tortilla. Grilled to perfection.

Starting at \$3.99

Bacon Avocado Burrito

Crispy bacon, avocado, scrambled egg, our smoky cheese blend, freshly made pico de gallo and a spicy sauce hand-wrapped in a large flour tortilla. Grilled and served with crispy hash browns.

Starting at \$4.99

Grand Slam® Burrito

All of your favorite ingredients from the Original Grand Slam® - two scrambled eggs, bacon, sausage and pancakes with syrup - topped with melted American cheese and hand-wrapped in a large flour tortilla. Grilled and served with crispy hash browns.

Starting at \$5.99

Southwestern Steak Burrito

Thick-sliced southwestern steak, scrambled egg, our smoky cheese blend, crispy hash browns, freshly made pico de gallo and a spicy sauce hand-wrapped in a large tortilla. Grilled and served with crispy hash browns.

Starting at \$6.99

Super Grand Slamwich®

Two scrambled eggs, sausage, crispy bacon, shaved ham, mayonnaise and American cheese on potato bread grilled with maple spice spread. Served with crispy hash browns. Starting at \$6.99

Grand Slamwich®

One scrambled egg, sausage, crispy bacon, shaved ham, mayonnaise and American cheese on potato bread grilled with a maple spice spread. Served with crispy hash browns.

Starting at \$4.99

Breakfast Roast coffee

A great day deserves a great cup of coffee. And Denny's is all about great days. So we freshly brew a very special blend of premium roasted beans that creates a bolder, richer, more satisfying cup of coffee than ever before. Darker, deeper, and always steaming hot, a cup of ***Denny's New Breakfast Roast™ ties the whole meal together.***

LUNCH.....a fresh take on salads and new sandwiches inspired by old favorites

Baja Chicken Salad

Grilled chicken breast, diced bacon, avocado and pico de gallo atop a bed of mixed greens and spring mix. Served with your choice of dressing and dinner bread.

Starting at \$7.99 (Half - \$5.99)

Cranberry Pecan Chicken Salad

Grilled chicken breast, diced bacon glazed pecans and dried cranberries atop a bed of crisp spring mix. Served with balsamic vinaigrette or your choice of dressing and dinner bread.

Starting at \$7.99 (Half - \$5.99)

Prime Rib & Bleu Salad

Premium prime rib, diced bacon, grape tomatoes and crumbled bleu cheese atop a bed of crisp spring mix. Served with your choice of dressing and dinner bread.

Starting at \$8.49 (Half - \$5.99)

Substitute shrimp on any salad for 50¢

Prime Rib Philly Melt

Premium prime rib, mushrooms and onions sautéed, then topped with melted Swiss cheese on grilled ciabatta bread with a zesty garlic spread. Served with French fries.

Starting at \$7.99

Smoked Chicken Melt

Pulled, smoked chicken breast, creamy honey mustard sauce, crispy bacon, sliced tomatoes and melted Swiss cheese on grilled potato bread. Served with French fries.

Starting at \$6.99

Fried Egg Sandwich

Delicious fried eggs all wrapped up....Two fried eggs, four strips of crispy bacon, spicy mayonnaise and two slices of American cheese on grilled potato bread. Served with crispy hash browns.

Starting at \$4.99

DINNER.....the sizzle is back! Sin Skillets...

Three new skillet dinners

"Tilapia Ranchero," "Sweet Tangy BBQ Chicken," "Monterey Sirloin." Customer favorites...these simple, savory skillets with fresh garnishes are a new twist on classic dinners.

Tilapia Ranchero

A mild, white fish filet grilled and topped with freshly made pico de gallo and diced avocado. Served with a side of our creamy ranchero mashed potatoes and dinner bread.

Starting at \$8.99

Sweet Tangy BBQ Chicken

Two grilled chicken breasts smothered in our sweet and tangy BBQ sauce. Served with smoked Cheddar mashed potatoes, fiesta corn and dinner bread.

Starting at \$7.99

Monterey Sirloin

A tender 6 oz. center-cut sirloin steak grilled to perfection and topped with a freshly made pico de gallo and diced avocado. Served with fire-roasted peppers and onions, creamy ranchero mashed potatoes and dinner bread.

Starting at \$9.99

About Denny's

Denny's is America's largest full-service family restaurant chain, with more than 1,500 locations. For more than 50 years, Denny's has been serving up real breakfast 24/7. Home of the famous Grand Slam® breakfasts, Denny's provides a variety of flavorful food and beverage choices. For more information on Denny's, please visit www.dennys.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5968239&lang=en>

SOURCE: Denny's

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