



Welcome to America's Diner

March 30, 2011

Denny's Sizzling Baconalia! Menu Celebrates One of America's Favorite Foods

Fans Encouraged to Enter Facebook Sweepstakes for Chance to Win the Ultimate Bacon Experience

SPARTANBURG, S.C. (March 30, 2011) - Calling out to bacon buffs and enthusiasts across the nation, Denny's is paying homage to America's love for all things bacon with the launch of "Baconalia! A Celebration of Bacon." No longer relegated to a side dish, bacon is now front and center within seven new mouthwatering ways to enjoy bacon.

Baconalia! is set to send bacon lovers rejoicing with a sizzling celebration in honor of America's love affair with bacon. The new menu boasts a medley of both traditional bacon favorites, such as Bacon Meatloaf, to more unconventional items such as the Maple Bacon Sundae - a classic ice cream sundae piled high with maple-flavored syrup and a generous sprinkling of hickory-smoked bacon - yes, Denny's really did put bacon in everything.

Not only are there seven meaty new menu items for customers to get their teeth into, there will also be a whole host of Baconalia! fun over the coming weeks. Bacon fans can get involved in lots of sizzling surprises, including a [Facebook](#) sweepstakes to send one bacon lover and a guest to [Baconfest 2011](#) in Chicago on April 9.

The weeklong sweepstake, beginning today and ending at 9 a.m. ET on April 4, will see one lucky winner receive flights, accommodation and full VIP access to Baconfest. Five lucky runner-ups will also receive \$100 gift cards to Denny's so they can immerse themselves fully in the Baconalia! Celebrations. To register, simply go to the Denny's [Facebook](#) page and click on the Bacon Sweepstakes tab.

The limited time Baconalia! menu will have mouths watering with its pork-tastic variety of dishes, from the Ultimate Bacon Breakfast, six delicious strips of hickory-smoked bacon with two eggs, hash browns and choice of bread, to the Triple Bacon Sampler, featuring two tasty strips of hickory-smoked bacon, new pepper bacon and turkey bacon, all served with two eggs and hash browns, complete with more diced hickory-smoked bacon and cheddar cheese.

"The average American consumes more than 18 pounds of bacon per year, so Denny's decided to answer to the appetites of the nation and introduce a dedicated menu to the beauty that is bacon," said John Dillon, Denny's vice president of marketing and product development. "Denny's continually strives to meet the wants and needs of its customers, and with over 67 percent of Americans describing bacon as flavorful and satisfying, we're sure the Baconalia! menu will please all those crackling cravings."

Denny's knows that bacon makes everything better - so whether it's packed tightly in a BBBLT Sandwich, a triple-decker BLT with eight strips of hickory-smoked bacon, garden fresh lettuce and sliced tomato; sweet and salty in new Bacon Flapjacks, savory hickory-smoked bacon pancakes baked to perfection, or with a kick in new Pepper Bacon and Eggs, delicious black pepper rubbed bacon served with eggs, hash browns and bread - taking a bite out of the Baconalia! menu is sure to put a smile into anyone's day.

And what better way to finish off your bacon than with one of Denny's delicious real fruit smoothies, in four refreshing new flavors including Sweet Georgia Peach and Strawberry Banana Bliss - the perfect way to wind down your breakfast, lunch or dinner.

Launched nationwide on March 22, the seven-item Baconalia! menu is available all day, every day for a limited time only and offers price points starting from \$2.99. The menu includes breakfast, lunch, dinner and dessert items - and with a certified seal of approval from the National Pork Board this is one celebration bacon connoisseurs won't want to miss.

About Denny's Corp.

Denny's is one of America's largest full-service family restaurant chains, currently operating more than 1,600 franchised, licensed and company-owned restaurants across the United States, Canada, Costa Rica, Mexico, Honduras, Guam, Puerto Rico and New Zealand. For further information on Denny's, including news releases, please visit the Denny's website at www.dennys.com.

*Statistics from a study by onlineschools.org conducted in 2010

**Statistics from The National Pork Board Study Conducted in 2010

Media Contact:

Rebecca Lynch

Erwin Penland

864-752-4778Z

rebecca.lynch@erwinpenland.com