November 8, 2011

Have A Happy Ho-Ho-Holiday At Denny's

New Holiday Menu Items, Arthur Christmas and More at America's Favorite Diner

SPARTANBURG, S.C. (Nov. 8, 2011) - Denny's is celebrating America's favorite festive flavors with the launch of its "Taste of the Holidays" menu, featuring a celebratory selection of classic holiday dishes, an appearance from the movie character "Arthur Christmas" and seven new taste sensations sure to make Santa and his helpers very happy.

Known for providing its guests with tremendous every day value, Denny's variety of festive delights offer craveable, affordable feasts without any of the fuss, perfect for enjoying with family and friends over the holiday season.

- Denny's famous Build Your Own Grand Slam® has been given a merry twist with three new holiday additions; Bread Pudding French Toast with a Sweet Cream Glaze, Brown Sugar Ham Steak and the delicious fall flavor of Pumpkin Pie Pancakes. Diners can pick any four of their favorite items including these unique holiday dishes and make their own Holiday Slam for just $5.99.
- No holiday would be the same without some tasty turkey and stuffing, so don't miss out on Denny's delicious traditional Holiday Turkey Dinner. Featuring tender sliced turkey breast, mouth-watering savory stuffing, gravy, cranberry sauce and a choice of two sides, this delicious dish will make you wish it was the holidays all year long.
- For a twist on tradition that combines everything you love about the holidays in one tasty, handheld dish, why not try Denny's Holiday Turkey Melt? Tender sliced turkey breast and savory stuffing is topped with melted Swiss cheese, served on grilled potato bread with cranberry honey mustard spread and served with your choice of side and gravy for dipping.
- For a sweet treat to be enjoyed at any time, Denny's new Red Velvet Pancake Puppies® with Cream Cheese Icing offer bite-sized season's greetings. Made with white chocolate chips, sprinkled with powdered sugar and served with a side of Cream Cheese Icing for dipping, these Pancake Puppies ® are perfect for sharing with family and friends.

To celebrate the release of Sony Pictures holiday Blockbuster animation "Arthur Christmas", Denny's is offering children of all ages the chance to enjoy two new dishes - Arthur's personal favorites available exclusively at Denny's over the holiday season.

- Arthur's Milk and Cookies Shake will have Santa hurrying down the chimney for this tasty treat. The thick hand-dipped milk shake is a delicious blend of creamy vanilla ice cream and sugar cookies, topped with whipped cream and sprinkled with sweet bits of sugar cookies.
- Arthur's Christmas Cookie Pancakes is the dish that every kid wishes to wake up to. Three silver dollar pancakes with sugar cookies baked right in are topped with whipped cream and even more bits of sugar cookies. Served with a choice of two bacon strips or two sausage links, one egg cooked to order and a side of warm syrup.

Arthur will also be appearing throughout Denny's exciting holiday activities planned for the coming weeks. Look out for Letters to Arthur, a 24-hour toy drive in aid of Toys for Tots and a whole host of fun Facebook activity including user-created Holiday E-Cards, custom Family Portraits and a viral Yule Log that burns as long as users stoke the fire (the more logs added, the better the prize!) to keep the holiday spirit rockin'.

"Creating memories with family and friends over breakfast, lunch and dinner is a tradition that Denny's has celebrated for over 50 years - whether it's on Thanksgiving, Christmas or any other day of the week," said John Dillon, vice president of marketing and product development for Denny's. "Value and convenience is just as important today as it was when we were founded, and we want to make sure this is enjoyed even more over the holiday season."

To make the holidays even easier for its diners, Denny's also offers two delicious pies that are great as last-minute gifts and will ensure you're the perfect guest at dinner parties and family visits throughout the festive season. Available in pumpkin or pecan flavors, the pies can be bought whole for $8.99 or served by the slice for just $2 an ideal pick me-up for shoppers on the go or an affordable snack for travelers looking to refuel.

Launched nationwide on Nov. 7, the "Taste of the Holidays" menu is available all day, every day for a limited time only with prices starting at $5.99. The menu includes breakfast, lunch, dinner and dessert items.

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.

The 3D, CG-animated family comedy Arthur Christmas, an Aardman production for Sony Pictures Animation, at last reveals the incredible, never-before seen answer to every child's question: 'So how does Santa deliver all those presents in one night?' The answer: Santa's exhilarating, ultra-high-tech operation hidden beneath the North Pole. But at the heart of the film is a story with the ingredients of a Christmas classic - a family in a state of comic dysfunction and an unlikely hero, Arthur, with an urgent mission that must be completed before Christmas morning dawns.

Media Contact:
Rebecca Lynch
864-752-4778
rebecca.lynch@erwinpenland.com