

# Perkins & Marie Callender's Inc.

**For Immediate Release**

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## Perkins Restaurant & Bakery Launches New Menu Look, Layout and Expanded Offerings Reflect Consumer Preferences

**Memphis, TN, October 8, 2007:** Perkins & Marie Callender's Inc. announced today the introduction of a new menu for the Perkins Restaurant & Bakery chain [www.perkinsrestaurants.com/menu.html](http://www.perkinsrestaurants.com/menu.html), to be rolled out in all 479 corporate and franchise Perkins restaurants across 35 states. Featuring an updated look and visually appealing layout, the changes are reflected in Perkins core menu, bakery menu, and special features collateral. Additionally, several food items, including a new line of Breakfast Scramblers and Lunch Wraps have been added to the restaurant's offerings.

According to Cheryl Ahlbrandt, Vice President of Marketing for Perkins & Marie Callender's Inc., "We spent months soliciting feedback from, and listening to our guests comment about our menu and the manner in which it was presented to them. We are genuinely pleased that our new menu directly reflects our customers' taste preferences, as well as their expectations in terms of visual appeal and ease of use."

Delivered in high quality plastic jackets, Perkins new menu features an eye-catching layout of high quality food photography offset by a white background and punctuated with larger, more distinctive and easy to read fonts. "Overall, the menu is designed to showcase Perkins wide array of breakfast, lunch, dinner and dessert offerings in a mouth-watering fashion that whets the appetite," comments Ahlbrandt.

Since 1958 Perkins has been serving up delicious meals and catering to the needs of discerning consumers. With its roots tracing back to the opening of a single Pancake House in Ohio, the Perkins Restaurant and Bakery of today expands far beyond its breakfast heritage, offering guests a comprehensive selection ranging

from the traditional to the innovative. In addition, Perkins has gained distinction through its in-house bake shoppes where customers can either order, or take out freshly made bakery products including muffins, pies and cookies.

Ms. Ahlbrandt summarizes, "At Perkins we have always taken great pride in keeping our finger on the pulse of our guests' preferences. Through on-going research, surveys and focus groups we are able to respond to customers' needs while continually improving the overall dining experience. Our new menu exemplifies Perkins commitment to providing a tempting variety of high quality, moderately priced options presented in a professional, memorable and appealing manner."

More information about Perkins can be found at [www.perkinsrestaurants.com](http://www.perkinsrestaurants.com). Perkins Restaurant & Bakery is one of two concepts operated by Perkins & Marie Callender's Inc., the pre-eminent family restaurant company in the United States. With combined revenues exceeding \$1 billion, over 600 restaurants and more than 25,000 employees, Perkins & Marie Callender's Inc. is an undisputed leader in the national dining industry.

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