



Press Release

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FOR IMMEDIATE RELEASE

Perkins Restaurant & Bakery Chain Introduces New Menu on October 19, 2009

Out With the Old, In With the New, Staying with the Tried & True

MEMPHIS, TENNESSEE (October 19, 2009) – For the first time in over a decade, Perkins Restaurants & Bakeries will introduce guests to a completely redesigned, re-engineered menu, which features 25 new entrées, including five Calorie Counter options based on calories, fat grams and protein information, along with a new bakery menu, visually integrated with the graphics of the base menu.

According to Perkins Senior Vice President of Marketing and Research & Development, Cheryl Ahlbrandt, “While our menu still features those tried and true items that guests have come to expect at their local Perkins, it also offers more variety than ever before across every daypart.” Debuting on the new menu will be 10 new breakfasts including the Country Sausage, Cheesy Bacon and Southern Fried Chicken Scrambler entrees; two new Biscuit Platters; a new Burger line including a Sunrise Burger and Sassy Pepper Jack Burgers; new Melts, such as the Frisco Roast Beef Melt; new appetizers like Fried Green Beans; new salads like the spicy Grilled Chicken Chimi Salad; as well as Low-Calorie options including a delicious Florentine Benedict, a Border Grilled Chicken Omelette, an Energizer Wrap made with a

mixture of vegetables and EggBeaters, and the Island Tilapia and Honey Dijon Salmon Dinners.

Guests dining at participating Perkins from October 19th on, will immediately notice the departure from the traditional menu jackets to a new book-style menu that features all-new, warm inviting photography, easier to read fonts/typestyle, and new category and entrée names reflective of the menu offerings. Both Seniors and Kids Menu offerings will still be available, and Perkins Bakery features will be highlighted in a separate menu, allowing guests to delve visually into the delectable treats ranging from Rich and Real Cream Pies to Fruit Pies, Mammoth Muffins and Bakery To Go items.

According to Cheryl Ahlbrandt, "All elements of the new menu are a direct result of feedback obtained from focus groups conducted over the past year with Perkins guests. Without a doubt, this menu is the People's Menu in that it is a reflection of their taste preferences and desire for high quality food at a great value."

Behind the scenes and over the past few months, employees at Perkins Restaurants have been training and becoming familiar with all the new menu items and recipes in anticipation of going live first thing Monday morning, October 19th.

There are currently close to 500 Perkins Restaurants & Bakeries in 34 states across the country and four Canadian provinces. Information about the company and its new menu is available at www.perkinsrestaurants.com.

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