



PRESS RELEASE

For Immediate Release

PERKINS® RESTAURANT & BAKERY INTRODUCES NEW MENU

MEMPHIS, TENNESSEE (May 1, 2017) – Product and ingredient innovation are at the forefront of the new menu that [Perkins Restaurant & Bakery](#) will roll out system-wide on May 1, 2017.

Featuring thirteen entrée additions, the newly designed menu, which will also include nutritional information, introduces the Perfect Duo/Trio selection of soups, salad, sandwich and pies/treat options; a completely revised sandwich line; and, expanded variety for the Fork-Worthy entrée (dinner) section that will be available to guests dining at any of Perkins 392 restaurants located in 33 states nationwide.

Wade Breaux, Chief Marketing Officer, Perkins & Marie Callender's, LLC explains that the May menu, "reflects our continued commitment to providing our guests high quality ingredients, food innovation and product offerings at a great value." New May menu additions include for breakfast, the Big Bacon Smasher and Oven Baked Vegetable Frittata; for lunch, handheld sandwiches including a Turkey & Avocado BLT, Sonoma Chicken Salad, Roast Beef & Swiss and, a BBQ Smoked Chicken; two new soups, Chicken & Wild Rice and Loaded Baked Potato; and dinner items including Steak & Peppers and a hearty Maple-Glazed Pork Chop.

From May 1 through June 25, Perkins "Spring Fling" Promotion will showcase several of the new menu items, which according to Breaux, "have been formulated and tested to satisfy the taste preferences of our guests while facilitating outstanding service and efficiency." Value continues to be emphasized with a repeat of Perkins highly successful Great Plates \$4 to \$8 promotion, and

the introduction of the Perfect Duo (\$7.99) and Perfect Trio (\$9.99) which offer guests an opportunity to pick one item from two of four categories (soup, sandwich, salad and pies & treats), or one item from three of the four categories.

In addition to the revamped Perkins Restaurant & Bakery menu, the chain continues to present guests with a rejuvenated perspective on the brand through its remodeling initiative currently underway. To date, 92 corporate restaurants and 93 franchised locations have been remodeled with 45 planned for the balance of 2017.

About Perkins Restaurants & Bakery:

Founded in 1958, Perkins system consists of 394 restaurants in 32 states and Canada, which includes 127 company-owned and operated restaurants and 267 franchised units. Information about Perkins, its new menu and Perkins franchise opportunities can be found at www.perkinsrestaurants.com.

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