



Welcome to America's Diner

January 15, 2013

Denny's Heats Up New Year With New Coffee Blends And Sizzlin' Hot Deals

America's Diner kicks off its 60th Anniversary with value, variety and plenty of menu additions

SPARTANBURG, S.C. (Jan. 15, 2013) - 2013 marks [Denny's](#) 60th Anniversary and to start the year off America's Diner is offering guests more value and variety than ever before. This month, the restaurant chain will unveil new coffee blends as well as introduce a new limited-time "Complete Skillet Meals" menu, 14 additions to the already extensive core menu and a revamped \$2,\$4,\$6,\$8 Value Menu™.

After two years of consumer testing and product trials, Denny's new blends offer guests a smoother, richer, full bodied cup of coffee to accompany any meal throughout the day. The new coffee program required a full overhaul of Denny's coffee system, with each of the restaurant chain's 1,680 locations outfitted with new machines to brew the new blends - the **Signature Diner Roast**, **Dark Diner Roast** and **Signature Decaf Roast**. Guests can enjoy unlimited cups of coffee with any meal.

"We are pleased to introduce our new coffee blends to guests and are confident it will be the best cup of diner coffee they have ever enjoyed," commented John Dillon, vice president of marketing and product development for Denny's. "Consumers take their coffee very seriously, which is why for the last two years we conducted extensive product testing and took time to speak directly with our guests to find out exactly what they were looking for in a cup of coffee. As a result, we believe our blends set a new standard and we look forward to introducing even more exciting coffee additions throughout the year."

Denny's is also paying special attention to another key consumer driver: value. The "Complete Skillet Meals" menu features affordable three-course meals starting at \$8.99. Guests can enjoy more than 100 possible meal combinations to satisfy any taste and budget. With so many delicious options, diners will have trouble deciding how to start - a **cup of hearty soup**, a Denny's **garden** or **Caesar salad** or **seasonal fruit**. Next, choose from one of six delicious dishes including the **Prime Rib Loaded Potato Skillet**, **Country-Fried Steak Skillet**, **Chicken Loaded Potato Skillet**, **Pot Roast Skillet**, **Bacon Chipotle Chicken Skillet** and the **Hash Skillet**. Complete the meal with a tempting dessert - **Mini Apple Crisp**, **Mini Banana Split**, **Pecan Pie** or Denny's famous **Pancake Puppies® Sundae**.

The limited time menu also features three breakfast options including the **Banana Caramel French Toast Skillet**, **Western Skillet** and the **Fit Fare® Veggie Skillet**.

"As we celebrate 60 years as America's Diner, we took time to reflect on our brand's roots and core values of delivering the best variety, service and satisfaction to our guests," added Dillon. "Everything that we are rolling out this month, and through the year, is designed to provide the very best to our customers and meet their ever-evolving needs."

What's more, the diner has added 14 new items to its core menu, including the new coffee blends, beverages, appetizers, classic diner favorites and a permanent **Build Your Own Burger menu**. Plus, the enhanced \$2,\$4,\$6,\$8 Value Menu offers guests more bang for their buck with new items like **Blueberry Pancake Puppies® Sundae**, **Endless Soup & Salad** combination and the **Fried Seafood Platter**.

New coffee blends and menu additions were launched nationwide today. The "Complete Skillet Meal" menu is available all day, every day for a limited time only; the menu includes breakfast, lunch, dinner, dessert and late-night items.

About Denny's Corp.

Denny's is one of America's largest full-service family restaurant chains, currently operating more than 1,680 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.

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