



WELCOME TO AMERICA'S DINER®

FOR IMMEDIATE RELEASE

Media Contact:

Jillian Hutwagner

Erwin Penland

864.672.7164

jillian.hutwagner@epandcompany.com

NEW! DENNY'S ON DEMAND: WHATEVER. WHENEVER. NOW, WHEREVER.

America's Diner reimagines online ordering, offering 24/7 diner favorites via takeout or delivery

SPARTANBURG, S.C. (May 30, 2017) – For more than 60 years, [Denny's](#) has been feeding America whatever they want, whenever they want it. Now, with '[Denny's on Demand](#)' fans can order the diner food they crave, wherever they crave it. Starting today, America can enjoy Denny's anywhere thanks to the new ordering platform, offering guests a quick and easy way to place a mobile or online order for takeout or delivery* of their favorite menu items. Whether it's pancakes by the pool, burgers on the beach or coffee on the couch, Denny's is bringing the diner right to your door, 24/7.

"Denny's has always been a place where America can come and get their favorite breakfast, lunch and dinner dishes, literally at any time of day or night," said John Dillon, [@DillonJohnW](#), chief marketing officer for Denny's. "With 'Denny's on Demand,' we've taken that same 'always open' philosophy that is synonymous with our brand and expanded it to easy-to-use technology, bringing access to our craveable diner fare straight to our guests' fingertips. With the menu variety we naturally provide, America no longer has to compromise when it comes to getting the food they want, exactly when and where they want it. Whether it's a Grand Slam® for dinner, a Fit Slam® for breakfast, all-new Pancakes at 3 a.m., one of our delicious burgers, or all of the above, the options are endless and now truly the world is your diner."

Within the new platform, developed in partnership with leading digital ordering provider, [Olo](#), Denny's has carefully considered and improved upon all aspects of the ordering experience. 'Denny's on Demand' includes a complete revamp of the brand's mobile app, making it quick and easy for users to find their local Denny's restaurant, customize and place an order, and pay for takeout or, where available, delivery via Olo's [Dispatch](#) delivery network – all from the convenience of their smartphone or tablet. Ordering is also available 24/7 through new mobile and desktop functionality at [Dennys.com](#), where guests can choose pickup or delivery time, track their order, and view their order history.

“We are proud to partner with Denny’s, a global brand that has been celebrated as America’s Diner for over 60 years,” said Noah Glass, Founder and CEO of Olo. “Denny’s is a forward thinking brand that has embraced technology, and with this launch takes service to the next level, offering the option to order and pay ahead for pickup at the restaurant, or to place a delivery order where available. This launch makes Denny’s one of the largest brands to tap into Olo’s Dispatch delivery network to bring convenience to its guests.”

In addition to the new online platform, the brand is also bringing ‘Denny’s on Demand’ directly to guests through its social media platforms. The diner will be one of the first to utilize a new online ordering functionality through Twitter, introducing an interactive way for users to select and order their favorite dish all from within a [Direct Message](#). In the coming weeks, fans of Denny’s on Facebook will also be able to engage and place an order with the diner directly, any time of day or night, via a branded Chatbot and other on-page options. Fans will also be able to share their ‘Denny’s on Demand’ experiences through a variety of new and unique Snapchat filters.

Plus, regardless of when or where they dine or how they place their order, Denny’s meals will be served hot, fresh and delicious thanks to an all-new array of custom-designed take-out packaging to deliver guests the best-tasting breakfast—all made using microwaveable and sustainable materials, including recyclable plastics and paper. As an extra layer of engagement, the brand has printed a variety of Denny’s tweets directly on the burger boxes, cups and more.

Dillon added: “The launch of ‘Denny’s on Demand’ is the result of our commitment to leveraging new technology to reach a wider audience and make it even more convenient for today’s virtually-connected guests to enjoy their favorite diner dishes. In the coming months, we will continue to enhance the Denny’s experience for our guests, giving them even more ways to get exactly what they want from our menu, whenever – and now wherever – they want it.”

Fans can use ‘Denny’s on Demand’ to order from the diner’s every-day menu—offering breakfast, lunch, dinner and dessert 24/7—or enjoy ‘Fresh Picked Flavors’ from the new limited-time [menu](#) featuring delicious summer dishes such as the new **Chopped Kale and Grilled Chicken Salad** and **Strawberries & Cream Pancake Breakfast**. Order up at www.dennys.com or by using the Denny’s app, available in both the [Apple App Store](#) and [Google Play Store](#).

About Denny's Corp.

Denny's is one of America's largest full-service family restaurant chains, currently operating over 1,700 franchised, licensed and company-owned restaurants across the United States, Canada, Puerto Rico, New Zealand, Mexico, Costa Rica, Dominican Republic, Honduras, Guam, the United Arab Emirates, Chile, Curaçao, El Salvador, Trinidad and Tobago, and the Philippines. For further information on Denny's, including news releases, please visit the Denny's website at www.dennys.com or the brand's social channels via [Facebook](#), [Twitter](#), [Tumblr](#), [Instagram](#) or [YouTube](#).

**Delivery facilitated by Olo’s Dispatch and its network of third-party services. Your online ordering experience will indicate delivery availability.*