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Great Steak Rolls Out Little Philly Cheesesteaks

The Great Steak & Potato Co., known for offering premier Philly cheesesteaks made with quality ingredients, is now featuring all that same genuine goodness in a Little Philly 3-inch Slider.

-- Chain Leader, 4/9/2009 9:16:00 AM

PRESS RELEASE: SCOTTSDALE, Ariz. (April 9, 2009) - The Great Steak & Potato Co., known for offering premier Philly cheesesteaks made with quality ingredients, is now featuring all that same genuine goodness in a Little Philly 3-inch Slider. With a choice of grilled sirloin steak or all-white meat chicken, these Little Philly Sliders are made with grilled onions and topped with Great Steak's famous Philly Whiz. The 3-inch sliders will be available in all locations across the country beginning April 10, 2009.

HOT TOPIC

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These snack-size sliders are easy to eat and easy to share, making them great for a quick bite on-the-go or an affordable option for all types of gatherings. Best of all, the authentic cheesesteak experience is captured in these smaller, tasty sandwiches while the price also makes a smaller impact on the pocket book. Big on taste and value, prices for the Little Philly Sliders range from \$3.99 for 2 and \$9.99 for 6 or \$18.99 for twelve.

The need for smaller, lighter but flavorful meals on-the-go was recognized by the company through internal market research. As a result, the Little Philly Sliders were developed with the intention of staying true to what Great Steak does best, while satisfying the cheesesteak lover's desire to visit more often. There are many options for enjoying the new sliders, either making them a meal for one or sharing two sliders paired with other Great Steak menu items including side salads, potatoes and and/or fries making an affordable meal for two.



"The new Little Philly Sliders are a natural new product progression for us," commented Dean Kolligian, Great Steak brand president. "We are a Cheesesteak concept that stays true to our core competency while being innovative within the category. These cheesesteak sliders give us a chance to attract new visitors and continue to entice our regular fan base to visit more often."

The 3-inch Little Philly Sliders will be available through October 10. Regular and large size cheesesteaks from the menu are 7 and 12-inches respectively, prices vary per region.

About The Great Steak & Potato Co.:

Headquartered in Scottsdale, Ariz., Great Steak serves America's Premier Cheesesteak, made with quality ingredients aimed at satisfying cravings for an authentic Philly experience. Great Steak also pleases cheesesteak lovers with their famous fries, baked potatoes and salads. Founded in 1982, Great Steak has grown to nearly 200 franchised restaurants across the U.S. In 2004, Great Steak became part of Kahala, a leading brand-building franchisor with a portfolio of 12 restaurant brands. For more information about Great Steak or Kahala visit www.thegreatsteak.com or www.kahalacorp.com.

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