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## Food Watch

# Great Steak adds cheesesteak sliders

By Robin Lee Allen

**SCOTTSDALE, Ariz. (April 10, 2009)** The Great Steak & Potato Co., a nearly 200-unit quick-service chain, on Friday began offering for a limited time a slider version of its signature Philly cheesesteak sandwich.

The 3-inch Little Philly Sliders, which are made with steak or chicken, will sell in packs of two for \$3.99, packs of six for \$9.99 or packs of 12 for \$18.99. They will be available systemwide through Oct. 10.

The sliders are a nod to the growing popularity of smaller, more portable meals, the chain said. Great Steaks' regular **cheesesteaks** are 7 inches and large cheesesteaks are 12 inches. Prices vary by region.

"The new Little Philly Sliders are a natural new product progression for us," said Dean Kolligian, president of Great Steak. "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."

In addition to Philly cheesesteaks, Great Steak also offers fries, baked potatoes and salads. The 27-year-old brand was acquired by Scottsdale-based Kahala Corp. in 2004.

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The Great Steak & Potato Co.'s new Little Philly Sliders

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