



FREE RECIPES
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Restaurant News

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Mini Cheesesteaks Hit The Great Steak Today

[2009-04-10] The Great Steak & Potato Co. is now featuring 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 today.

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 two and \$9.99 for six or \$18.99 for 12.

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.

"The new Little Philly Sliders are a natural new product progression for us," says 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.

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