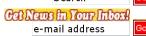
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HOT TOPICS

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>Food & Beverage





Great Steak & Potato intros snack-sized cheesesteak

09 Apr 2009

SCOTTSDALE, Ariz. - The Great Steak & Potato Co. has introduced a Little Philly 3-inch slider, the company has announced.

With a choice of grilled sirloin steak or all-white meat chicken, the Little Philly Sliders are made with grilled onions and topped with Great Steak's Philly Whiz. The 3-inch sliders will be available in all locations across the country beginning April 10.

The need for smaller, lighter but flavorful meals on-the-go was recognized by the company through internal market research.

"The new Little Philly Sliders are a natural new product progression for us," said Dean Kolligian, Great Steak brand president. "These cheesesteak sliders give us a chance to attract new visitors and continue to entice our regular fan base to visit more often."

The Little Philly Sliders are available at \$3.99 for two, \$9.99 for six, or \$18.99 for twelve through Oct. 10. Regular and large size cheesesteaks from the menu are 7and 12-inches respectively, prices vary per region.

Special Publications

- •Johnny's Lunch
- •Restaurant Industry **Outlook Remains** Uncertain as Restaurant Performance Index Stood Below 100 for 16th Consecutive Month
- •Restaurants Improve Profitability and Customer Service with Robust Point-of-Sale System
- •Webinar: What is the Digital Signage Association and Why Should I Join?
- •The Top Five Trends in Menu Boards
- Shopping for Data, Training to Improve
- •HR Practices
- •2008 Fast Casual Restaurant Top 100 Movers & Shakers
- Capture Customer Feedback at their Pointof-Experience
- A Checklist for Restaurateurs: Optimizing Your Restaurant ROI Through Sustainability





Company Showcases

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