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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 7- and 12-inches respectively, prices vary per region.

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