NEWS RELEASE

You Say Goodbye. Chili's Says Hello. Hello. Hello.

2017-09-18

Sorry, the time has come.

DALLAS, Sept. 18, 2017 /PRNewswire/ -- **Chili's® Grill & Bar** understands the heartache of losing a beloved menu item; so this is for the Fried Buffalo Cauliflower lovers and the Smothered Carnitas Burrito enthusiasts, because today is the day that Chili's introduces its new "less is more" 75-item menu at all restaurants nationwide. This 40 percent menu cut is drastic, but it's for the best as this decision was made with the best interest of Guests in mind. Chili's is going back to its roots and investing millions into what the brand does best – burgers, ribs and fajitas.

Experience the interactive Multichannel News Release here: **https://www.multivu.com/players/English/8178951-chilis-goodbye-menu-items/**

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The desire to know "Why?" can become all-consuming and lead to irrational behavior. Therefore, Chili's is addressing the most pertinent question head on: "Why Chili's? Why take away 40 percent of the menu?" Easy, Chili's tried to be all things to all Guests and lost its way over the years. Quite simply, the brand needs to focus on what matters most, which is serving exceptional food to exceptional Guests. Deep down beyond the grief, Guests know this change is for the better as well. Grief can be a difficult process and it takes time to fully feel right again, but Chili's is here to make that process bearable by sharing recipes of items leaving the menu, easy-to-follow recipe tutorial videos and a proper sendoff to some cherished menu items that are no longer with the Chili's family.

How-To Recipes

Can't live without the Southwestern Mac 'N' Cheese? Good news, no Guest has to live without it. Chili's is sharing recipes of the most popular dishes leaving the menu on Pinterest so Guests can continue enjoying their favorites from the comfort of their own home.

- Bookmark this **Pinterest page** for your next cooking endeavor

Recipe Tutorial Videos

The brand even made five easy-to-follow recipe videos to provide a visual as Guests recreate these dishes.

- **Watch these videos** to see how easy it is to make these five dishes at home

Send-Off Videos

To do this right, Chili's had to properly say farewell to a few admired menu items. So, Chili's created a series of send-off videos that will be shared on the brand's social channels. These videos will provide closure for Guests and hopefully a couple of laughs as well.

- Grab some tissues and let it out – **Chili's won't judge**

Today, Chili's will continue to share what has gone away and what has changed. Guests should join in on **Facebook**, **Twitter** and **Instagram** and say goodbye to retired menu items and hello, hello, hello to Bigger Big Mouth Burgers, Texas Size Baby Back Ribs and Full-On Fajitas.

About Chili's Grill & Bar

Chili's Grill & Bar is the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT), a recognized leader in casual dining. Known for their signature menu items – burgers, ribs and fajitas– Chili's offers fresh, bold and unexpected flavors. Each ChiliHead at more than 1,600 locations in 31 countries and two territories takes great pride in Chili's purpose of connecting with and serving Guests and giving back to the communities in which they are located. In addition to Chili's, Brinker owns and operates Maggiano's Little Italy®. For more brand-related information, visit **chilis.com**.

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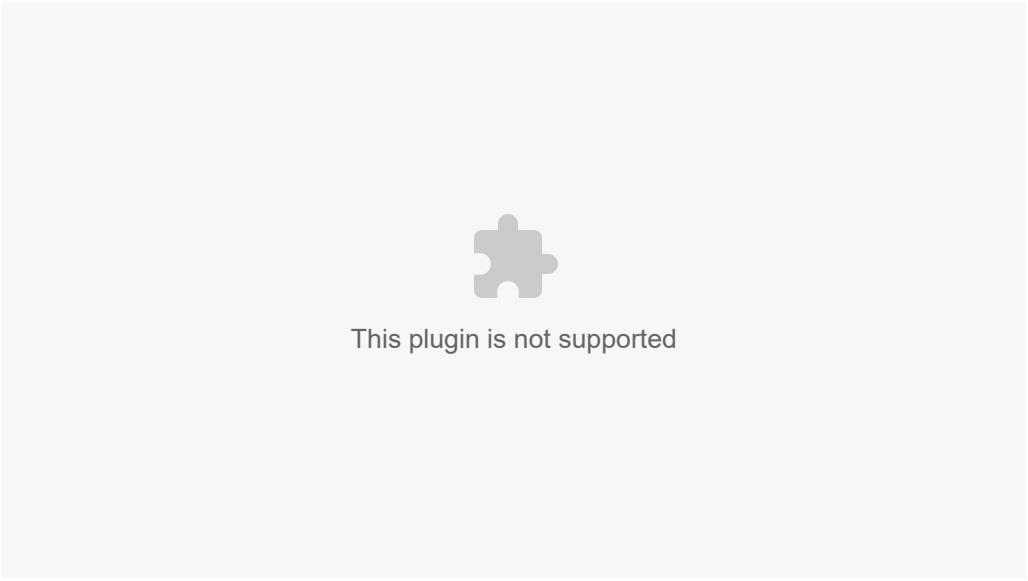

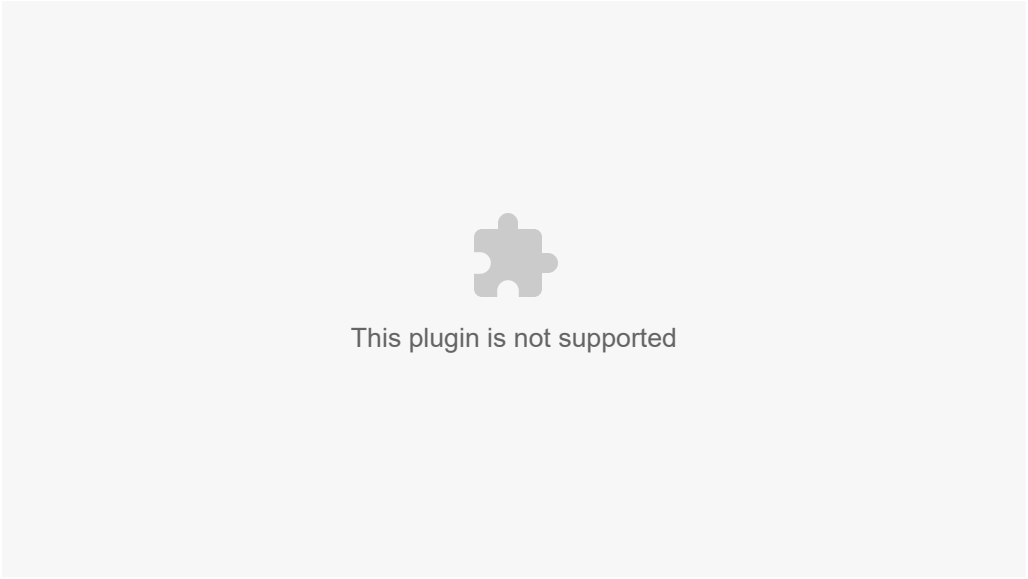

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