



## **OUTBACK STEAKHOUSE INVITES YOU TO AN 'AUSTRALIAN DINNER PARTY'**

*Aussie Steak Expert Adrian Richardson Introduces New Center Cut Sirloin and Creative Campaign*

**Tampa, Fla., May 18, 2016** – Outback Steakhouse® launched the new “Australian Dinner Party” advertising campaign today, inviting everyone to have a Bloomin® big, all are welcome, great night out for any occasion or no occasion. The campaign includes TV creative featuring Australian celebrity chef, Adrian Richardson. In Australia, he’s known as “The Meat Guy,” which makes him the perfect host for Outback’s Australian Dinner Party. As part of the “Australian Dinner Party” launch, Outback is introducing its all-new Center Cut Sirloin, the most tender sirloin of all.

“We couldn’t think of a better way to celebrate the new ‘Australian Dinner Party’ campaign than by partnering with Adrian Richardson who perfectly embodies our relaxed, laid back Aussie spirit,” said Jeff Smith, Outback Steakhouse President.

All sirloins at Outback Steakhouse will be center cut – the most tender cut of sirloin. To celebrate the new Center Cut Sirloin, Outback is inviting customers to “go a size bigger” on the house. Go to [outback.com/gobigger](http://outback.com/gobigger) to claim your coupon, now through June 21.

While the special offer is available for a limited time only, the Center Cut Sirloin and “Australian Dinner Party” are here to stay. The new campaign creative, developed by The Acme Idea Company, features the new tagline “Bloomin’ Great” and solidifies the very definition of what it means to enjoy amazing food, generous portions and an all-around good time where everyone is welcome. The 30- and 15-second TV spots, which debuted on May 17 during primetime television, feature Richardson in an Outback Steakhouse, interacting with real team members. The current “Australian Dinner Party” TV spots focus on the new Center Cut Sirloin and will continue to highlight new offerings throughout the year.

“Outback Steakhouse is serious about serving quality food, perfectly prepared. They make everyone feel right at home. A key trait to being an Australian,” says Adrian Richardson.

For more information on Outback or to find a location near you, please visit [www.outback.com](http://www.outback.com), [www.facebook.com/outback](http://www.facebook.com/outback) or follow us on Twitter [@Outback](https://twitter.com/Outback). To join the wait list before you even arrive, receive exclusive offers, and choose how and when you want to pay the bill, download Outback’s new mobile app for free at [www.outback.com/app](http://www.outback.com/app).

*\*Product participation may vary by location.*

**About Outback Steakhouse**

Outback Steakhouse starts fresh every day to create the flavors that our mates crave. Best known for grilled steaks, chicken and seafood, Outback also offers a wide variety of crisp salads and freshly made soups and sides. New creations and grilled classics are made from scratch daily using only the highest quality ingredients sourced from around the world. For more information, please visit [www.outback.com](http://www.outback.com) or <http://www.facebook.com/outback>.

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