



**TENNESSEE VOLUNTEERS TAKE OUTBACK BOWL TROPHY, BUT EVERYONE WINS WITH A FREE\* BLOOMIN' ONION ON JANUARY 2!**

*Outback Steakhouse® to Give Free Appetizers Nationwide In Celebration of the Outback Bowl Winner*

**Tampa, Fla., Jan. 1, 2016** – Bloomin' Onion fans let's hear it, stand up and show your spirit! At Outback Steakhouse®, everyone can join in and celebrate the Tennessee Volunteers' 2016 Outback Bowl win with free\* Bloomin' Onion appetizers nationwide. Simply say "Outback Bowl" to your server on Jan. 2 to get in on the action and receive the offer, valid with any purchase.

"The Outback Bowl has one of the nation's boldest rivalries and fans can get pretty competitive," said Outback Steakhouse President, Jeff Smith. "At Outback, everyone is a winner - whether you were cheering alongside SEC's Bloomin' Onion Man or The Big 10's Coconut Shrimp Girl today, we all have a reason to celebrate tomorrow with free Bloomin' Onions!"

The BIG Ten and SEC have faced off all season long on the road to the Outback Bowl, and it's been a battle of Bloomin' Onion Man and Coconut Shrimp Girl, captured in a series of videos at [OutbackRivalry.com](http://OutbackRivalry.com). As the season finale, fans around the nation tuned in to the 21<sup>st</sup> annual Outback Bowl at Raymond James Stadium in Tampa to see who would be victorious when another year of the nation's *Boldest Rivalry* reached its conclusion. The Volunteers – team Bloomin' Onion – took the 2016 Outback Bowl trophy, defeating the Wildcats 45 - 6.

In the days leading up to the Outback Bowl, Outback Steakhouse hosted a welcome dinner in Tampa to help both teams *beef* up for the big game. The Cats and Vols ate more than 5,000 pounds of food including: 750 pounds of steak, 750 pounds of chicken, 900 pounds of ribs and 1,200 pounds of cheesecake - not to mention the countless orders of Bloomin' Onion and Coconut Shrimp appetizers!

This year marks Outback's fourth-annual nationwide Outback Bowl appetizer giveaway. After the Big Ten's Wisconsin Badgers took home the trophy last year, Outback Steakhouse restaurants gave away more than 75,000 coconut shrimp appetizers to guests across the country.

To find a location near you or for more information about Outback Steakhouse, 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). For information on this year's Outback Bowl, please visit [www.Outback.com/Bowl](http://www.Outback.com/Bowl).

*\*Valid with any purchase on 1-2-2016 only. While supplies last. Prices, product participation and restaurant hours may vary by location. Not valid with other discount, coupon or offer.*

**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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