

PROJECT TASTE TEST

SERVIN' UP SUCCESSFUL CAREERS



FEATURING DINE BRANDS GLOBAL



Established in 2007, DINE brings together Applebee's (established in 1980) and IHOP (founded in 1958), celebrating and supporting each brand's individuality, and leveraging their nearly 100 years of hospitality experience and expertise so that guests feel welcome, satisfied and eager to return, every visit, every restaurant, every time.



Applebee's competes in the grill + bar segment of the restaurant industry's Casual Dining category. In 2015, Applebee's completed its refranchising program, successfully transitioning to a 100% franchised restaurant system. Applebee's Neighborhood Grill + Bar restaurants are known for their fun and family-friendly neighborhood atmosphere and signature grill + bar menu items that guests can only get at Applebee's.



IHOP competes in the Family Dining segment of the restaurant industry, and 100% of all IHOP restaurants are owned by independent franchise operators. For nearly 60 years, the IHOP family restaurant chain has served its world-famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service.

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DINE BRANDS GLOBAL VIDEO

1. In the video, President of Dine Brands Global, Steve Joyce, says he wants the brand to be successful for three groups of people. Who were the groups he mentioned?

2. John Cywinski, President of Applebee's, mentioned an estimated 3,400 units of Applebee's and IHOP across the globe. All of these units are owned by franchise operators. What is the role of a franchise owner and how do they work with the parent corporation?

3. Visit <https://www.applebees.com/en/about-us/culinary-team> online and list the different positions on Applebee's corporate Culinary Team. Create a new position for the team and list three job duties this new role can have. Remember to be creative!

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4. In 2018, IHOP decided to temporarily switch to IHOB. What does President Darren Rebelez say is the reason for the switch? Do you think the campaign was successful?

SHORT INDIVIDUAL OR TEAM PROJECT

Social media was a big tool for marketing the IHOP-IHOB flip. Now it's your turn to get creative with developing a week-long social media campaign for Applebee's.

For this project, we will pretend Applebee's is stepping into a new genre of grill and bar restaurants that feature a breakfast menu. You can get creative with developing your own breakfast menu featuring grilled versions of America's favorite breakfast items. After you develop the menu, think of exciting ways you or your team can create a catchy and buzz-worthy social media campaign that will get people talking about Applebee's.

You'll want to develop a marketing plan and a few sample posts to share with your class.

Have fun and think outside the box just like IHOB did!