

Steak 'n Shake Unveils a New Line of Cooked-to-Order Breakfast Items

2008-03-03

Hot breakfast combos including Seattle's Best Coffee and Fruit Smoothies join the menu

The Steak 'n Shake Company (NYSE:SNS) announces a "cut above" cooked-to-order breakfast. To meet the demand for drive-thru breakfast on the go, Steak 'n Shake is now offering cooked-to-order breakfast sandwich combos, smooth-roasted Seattle's Best Coffee(R) and Breakfast Fruit Smoothies during breakfast hours in its more than 400 restaurants spanning 21 states. The specially priced breakfast combos include a Bagel Sandwich or Sourdough Breakfast Melt, hash browns and a 16 oz. Seattle's Best Coffee(R) for \$3.99 or \$4.99.

"We're excited to feed the growing demand for breakfast on the go with our new breakfast items, complemented by Seattle's Best Coffee(R)," said Karen Cunningham, senior marketing manager. "Steak 'n Shake can help guests start their day off right with breakfast that's cooked-to-order fresh versus pre-made and sitting under a heat lamp."

Building on Steak 'n Shake's heritage of great tasting melts like the Frisco Melt, the new Sourdough Breakfast Melt is made with scrambled eggs, cheese and choice of grilled bacon, sausage or STEAKBURGER(TM) patties on grilled sourdough bread. Similarly, the bagel sandwich is also made with scrambled eggs, cheese and the guest's choice of bacon, sausage or STEAKBURGER(TM) patty.

Also on the menu are new Breakfast Fruit Smoothies, an excellent source of vitamins, minerals, protein and calcium. In fact, this drinkable meal on the go provides 25% or more of the Daily Value for 24 essential vitamins and minerals and over 50% calcium. The new smoothies are made with real milk, real fruit and low-fat frozen yogurt and are available in Raspberry, Strawberry, Banana and Strawberry Banana varieties. With 70-plus years of experience crafting the tastiest hand-dipped milk shakes around, Breakfast Fruit Smoothies are right up Steak 'n Shake's alley of expertise.

Steak 'n Shake is a full-service, casual dining restaurant serving a core menu of its famous STEAKBURGER(TM) sandwiches, thin 'n crispy French fries, old fashioned hand-dipped milk shakes, chili, home-style soups, fresh salads, a variety of desserts and breakfast. All of the food is prepared to the guest's order and served by friendly, well-trained associates. Steak 'n Shake restaurants feature full-service dining areas, counter service and drive-thru windows and are open 24 hours a day, seven days a week.

This article comes from Hotel News Resource

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