

Denny's Pairs with Rockers for New Menu

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Denny's (NASDAQ:DENN) is rolling out a new all-night Rockstar menu. Top musicians, such as the All-American Rejects, Taking Back Sunday, Plain White T's, and the Eagles of Death Metal join Denny's to create the new Denny's Rockstar Menu presented by Dr Pepper.

"We teamed up with popular bands in an out-of-the-box way to develop a menu by rock stars for our rock star guests," says Mark Chmiel, chief marketing and innovation officer for Denny's. "Music and late night are a part of the Denny's DNA. Denny's has been a late-night destination for musicians, fans, crews, and crowds for over 50 years, so it is natural for us to have them create the meal they would most like to eat."

The late-night diner asked four of bands to cook up something special for the Denny's 10 p.m. to 5 a.m. menu. The bands, along with Denny's Culinary Innovation Chef Andrew Dismore, invented dishes that are ideal for late-night dining with friends and groups.

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