



About

The first international Outback Steakhouse® location opened in 1996, less than 10 years after the first U.S. location.

Today, Outback Steakhouse is an international casual dining leader with more than 200 company-owned and franchised restaurants in 20 countries, including Brazil, South Korea, and Hong Kong.

Awards

1st place, Best Customer Service 2018 and 2019 in Brazil

By Época Reclame Aqui Award

2018 Top of Mind in Casual Dining in Brazil

By Millward Brown

2018 Top of Women – Women's Favorite Restaurant

By Claudia Magazine

Best Ever Dining Awards 2018 (Best Ever Steakhouse Category) in Hong Kong

By Weekend Weekly Magazine (New Media Group)

Best Steak Voted by the People 2015, 2016 and 2017 in Guam

By Guam Pika's Magazine

Menu

The international menu takes what customers love about Outback® in the U.S. and adds variety to meet local taste preferences. For example, a typical international menu may feature local beef cuts such as Picanha in Brazil or Churrasco in Mexico, in addition to the traditional Outback Special sirloin.

Product or ingredient availability in a region also drives specific menu offerings. An example is the iconic Bloomin' Onion®, which is replaced by the Typhoon Bloom in Southeast Asia because the exact onion needed for meeting taste preferences not readily available there. The wildly popular Pavlova dessert in Australia is another example of local demand driving menu offerings.

Nearly all international locations serve lunch and dinner seven days a week.

Beverages

As with the food menu, Outback serves a wide range of locally relevant beverages. In Brazil, you will find various caipirinha recipes using several exotic fruits and berries including passion fruit, all available with the local favorite liquor cachaça. In Korea, seasonal fruit juices such as kiwi-ades and strawberry juice mixed with soda are popular.



Restaurant Design

International restaurants tend to follow U.S. design guidelines with some modifications to account for local needs and customs. Most restaurants are in shopping centers or office buildings, few are free-standing. In Asia, where space is often at a premium, many restaurants are located above the ground floor and sometimes split in two separate floors unlike our single-story design in the U.S.

News Contact

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