



OUTBACK STEAKHOUSE TOPS ITS ICONIC BLOOMIN' ONION
New Offering is Part of Outback's Limited Time "Big Australia" Menu

Tampa, Fla., June 21, 2016 – Outback Steakhouse introduced the new and much anticipated Loaded Bloomin' Onion today, bringing together two of the restaurant's most iconic dishes – the signature Bloomin' Onion and Aussie Cheese Fries. This new Aussie-tizer was inspired by the "Big Australia" menu*, which features bigger, Aussie-sized portions of restaurant favorites and exciting new offerings. The limited time menu is available now through August 2.

As with Outback's original Bloomin' Onion, the new Loaded Bloom is a shareable, indulgent appetizer. Other new "Big Australia" menu offerings include:

- 18 oz. Center Cut Sirloin: Seasoned and seared to juicy perfection and served with a signature potato and choice of one freshly made side.
- New Béarnaise Jumbo Shrimp Topped Filet: Victoria's Filet Mignon topped with four jumbo shrimp and a Béarnaise sauce, served with a signature potato and choice of one freshly made side.
- New Giant Crab Stuffed Lobster Tail: Premium lump crab cake stuffed in an Aussie-sized jumbo lobster tail and topped with Hollandaise sauce. Served with your choice of two freshly made sides.

"With the new Big Australia menu, we're excited to introduce delicious, generous-sized dishes that reflect the spirit of the 'Bloomin' Big' Australian Dinner Parties taking place at Outbacks nationwide," said Jeff Smith, Outback Steakhouse President.

While the "Big Australia" menu celebrates larger portions, Outback also offers a wide range of dishes to satisfy a variety of dietary needs, tastes and occasions – including several "Under 600 Calorie" appetizer and entrée options including the Crab and Avocado Stack, the 6 oz. Center Cut Sirloin with mixed vegetables, Grilled Chicken on the Barbie or Perfectly Grilled Salmon.

For more information on Outback or to find a location near you, please visit www.outback.com, www.facebook.com/outback or follow us on Twitter [@Outback](https://twitter.com/Outback). To join the wait list before you even arrive, receive exclusive offers, and choose how and when you want to pay the bill, download Outback's new mobile app for free at www.outback.com/app.

**Product participation may vary by location.*

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 or <http://www.facebook.com/outback>.

###

Elizabeth Watts
Bloomin' Brands Inc.
813-830-4967 / ElizabethWatts@BloominBrands.com

Morgan Calef
Hunter Public Relations
212-679-6600 x 329 / mcalef@hunterpr.com