

# Does the Bloomin' Onion® Work Everywhere?

The Ins and Outs of Managing International Operations, and Taste Buds

*Presented by: Kimberly Van Heuvelen, Manager, International Operations*



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**OUTBACK**  
STEAKHOUSE®

CARRABBA'S  
ITALIAN GRILL

BONEFISH  
GRILL

**F**  
*Fleming's*  
PRIME STEAKHOUSE & WINE BAR

# Who am I and How did I get here?

## My International Career in Numbers:

- 16 years with BBI
- 10 years with International
- 24 Countries
- 2 Passports
- 4th Set of Luggage
- 31 New Restaurant Openings
- 1,657,381 Air Miles
- 23 Hotel and Airline Loyalty Clubs

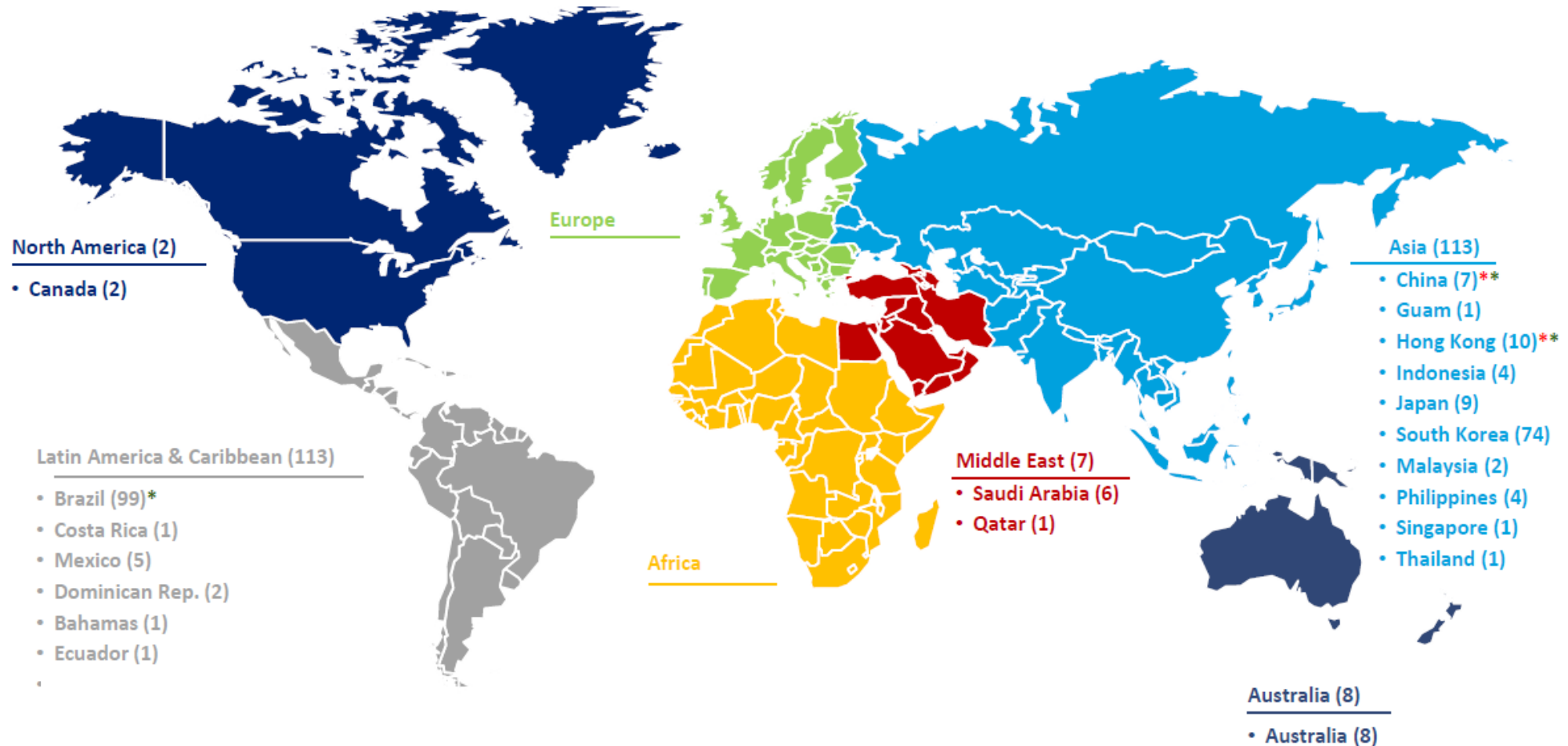


Fast Forward  
5 years....



# Did you know?

**Bloomin' Brands International operates 243 Restaurants \***  
**in 22\* Countries, Territories, Administrative Regions and States**  
(\* includes 10 Abbraccio restaurants and 1 Fleming's restaurant in Brazil)



# Our Global Reach

For the full video, visit: <http://franchise.bloominbrands.com>, and select “Global Franchise”.





# How we do Global - Freedom within a Framework

✓ Menu Innovation and Localization



✓ Restaurant Design Variations



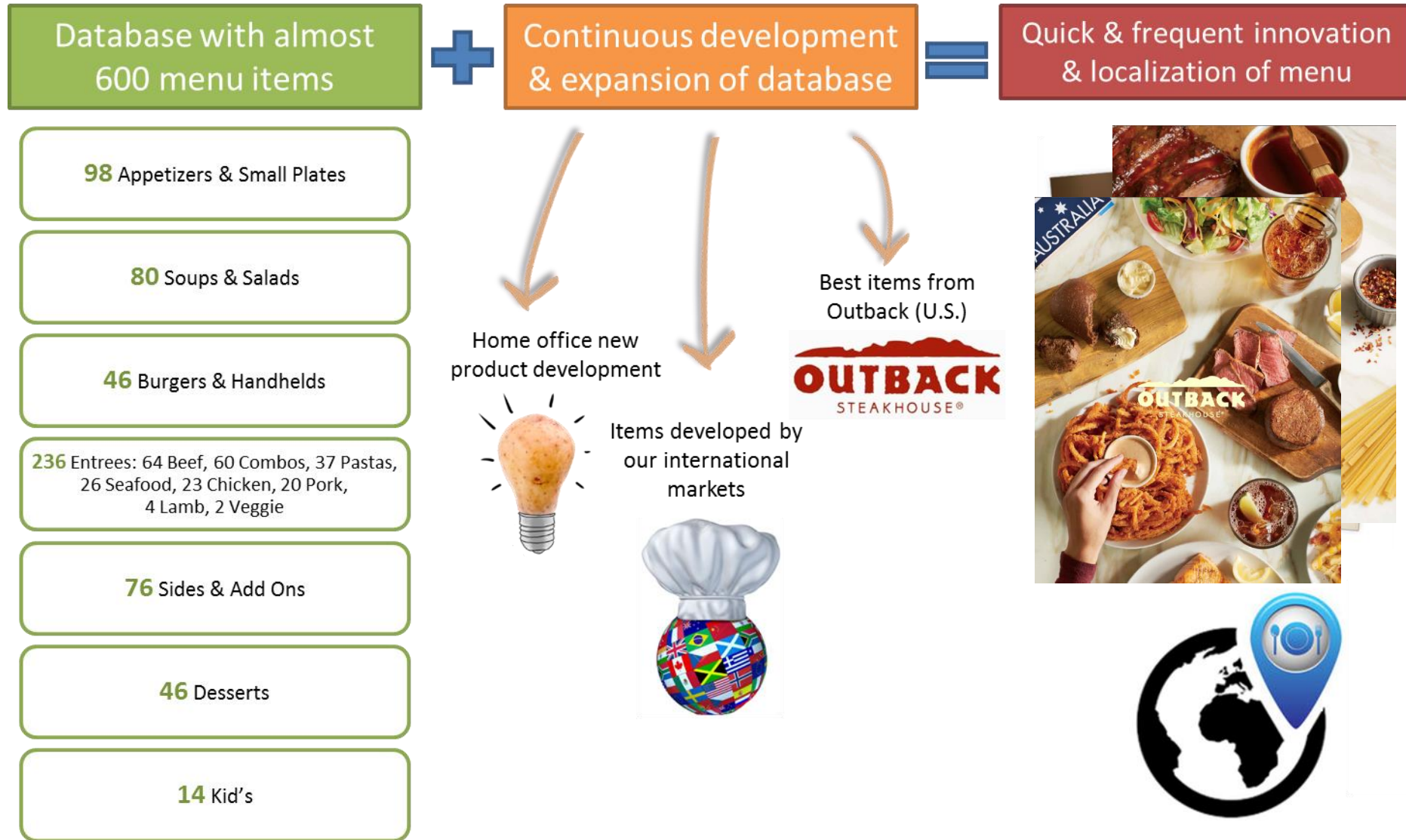
✓ Culture and Diversity Adaptation



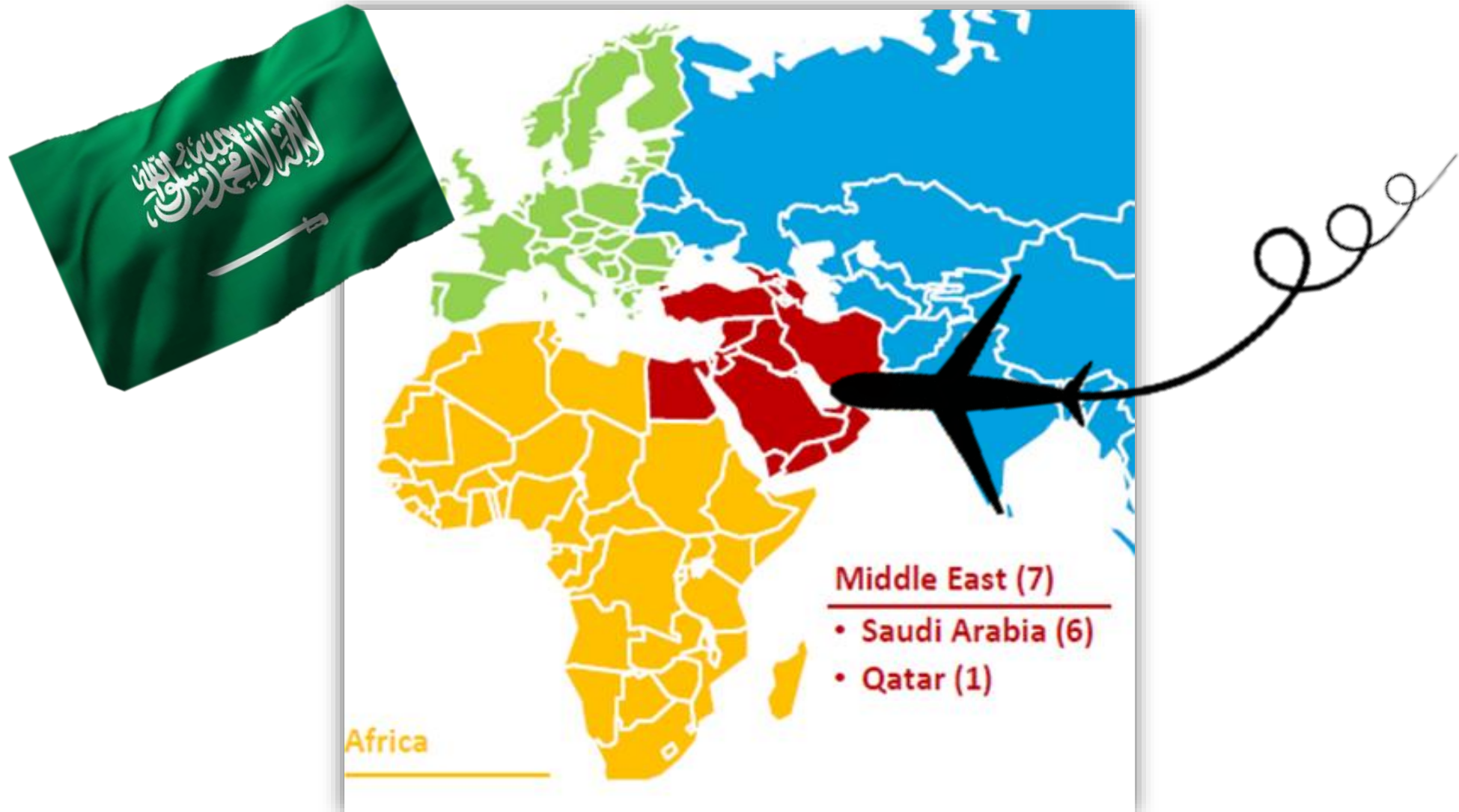
✓ Concept Evolution



# Menu Innovation and Localization



# The Middle East Market- Saudi Arabia





## Challenges:

- Dedicated Religious practices
- Culture and Language Differences
- Non-Alcoholic Market
- Contract Labor
- Cannot serve Pork Products

## Solutions:

- Flexible training & working schedules
- Separate Dining Rooms, New Logo
- Revised recipes and Spirit-Free Bar
- Menu printed in dual languages
- Creation of Ramadan menus
- Introduced Beef Ribs and Beef Bacon





# Saudi Arabia – Menu Innovation



**BLOOMIN' ONION\***  
بلومين أونيون\*



**BLOOMIN' ONION\*** \$55.00  
بلومين أونيون\*

A true Outback original. Our special onion is hand-carved, cooked until golden and ready to dip into our spicy signature bloom sauce.

وصفة أصيلة من توليف أوت باك مقلدة من العمل البطي المنقطع يدوياً والمقدم مع صلصة بلوم الحارة الخاصة بنا.



**GRILLED SHRIMP ON THE BARBIE** \$45.00  
جريلد شريمب أون ذا باربي

Sprinkled with a special blend of seasonings and fire grilled. Served with grilled bread, garlic herb butter, and fresh tomato basil.

روبيان مشوي ومقل بخلقة مميزة. يقدم مع الخبز المحمص والزبدة والأعشاب مع قطع الطماطم والريحان الطازجة.



**AUSSIE CHEESE FRIES** Small \$33.00 Regular \$41.00  
أوسي تشيز فرايز

Aussie Fries topped with melted Monterey Jack, Cheddar, bits of fresh chopped beef bacon and served with a spicy ranch dressing.

أوسي فرايز مع جبن المونتيري جاك والcheddar الطازج المقطع وتقطع الشيكون البري الطازج. تقدم مع صلصة الرانش الحارة.



**BBQ STEAK CHEESE FRIES** \$75.00  
باريكيو ستيك تشيز فرايز

Our famous cheese fries loaded with steak, pico de gallo, jalapenos, and beef bacon. Drizzled with ranch dressing and honey mustard BBQ sauce.

بطاطس مقلية مملوكة شرائع شتيك مشوية على الباريكيو وسريع مع ألواح الجبن الدالية. وتقدم إلى جانبها الشيكون دي جايو مع صلصة الرانش الحارة.

## AUSSIE-TIZERS



**LEMON AIOLI CALAMARI** \$55.00  
ليمون أيولي كالاماري

The crunch of crispy fried calamari and red bell peppers combined with the zest and creaminess of lemon pepper aioli make this appetizer one you won't forget! Garnished with Parmesan cheese, capers and green onions and served with basil mayo for dipping.

طبق مقلات لا تشي من قطع الكالاماري البطيئة الطعمية الشبيهة والفلفل الأحمر مع الطعم الحامض والتركيب اللذيذة لصلصة الليمون والفلفل. يقدم الطبق مزيجاً من جبن البارميزان والكبر والبصل الأخضر إلى جانب صلصة المايونيز والريحان للتغميس.



**HONEY MUSTARD BBQ WINGS** \$59.00  
هني مسترد باريكيو وينجز

Chicken wings tossed in spicy honey mustard BBQ sauce and paired with our cool, creamy Blue cheese dressing.

جوانج دجاج مع صلصة الحنظل بالصل بالصل الحارة بكنكة الباريكيو تقدم مع صلصة البولي تشيز الكريمة اللذيذة.



**COCONUT SHRIMP** \$53.00  
كوكوت شريمب

Battered shrimp rolled in coconut and fried golden. Served with our sweet and spicy orange marmalade.

روبيان مقلط بطبق بطبق الحنظل ويكسو بطبق الهن. يقدم طبقاً مع مرغلاد البرتقال الحلو والحمض الخاص بنا.



**CRISPY CHICKEN BITES** \$38.00  
كريسي تشيكن بايتس

Hand battered chicken is lightly fried and served with spicy New Orleans sauce.

دجاج مقلط يدوياً بطبق بطبق الحنظل وتقدم طبقاً مع صلصة نيو أورليز الحارة.



**CRISPY VOLCANO SHRIMP** \$55.00  
كريسي فولكانو شريمب

Allow your taste buds to erupt! Crispy shrimp tossed in a spicy sriracha aioli sauce and garnished with green onions.

تلفظ بطعم الزمان الطمري البطي بصلصة التوم والسريرشا الحارة والبروتين مقلات العمل الأخضر.



**ALICE SPRINGS CHICKEN QUESADILLA** Small \$33.00 Regular \$41.00  
أليسي سيرينجز تشيكن كيسانديلا

A grilled flour tortilla stuffed with grilled chicken breast, sautéed mushrooms, beef bacon, melted cheddar and served with honey mustard sauce.

توتفلا محمص مقلط بطبق صدر الدجاج المشوي، فطر المشوي والبيكون البري والجبنة الدالية. يقدم مع صلصة الحنظل بالصل.



**COMBINATION APPETIZER** \$75.00  
أوت باك بلاتر

Sharing portion of five of our best sellers worldwide! BBQ Steak cheese Fries, Honey Mustard BBQ Wings, Coconut Shrimp, Lemon Aioli Calamari, and Crispy Chicken Bites.

الطبق من المقلات المقلط من خمسة من أكثر أصناف العالم! باريكيو ستيك تشيز فرايز، مسترد باريكيو، ليمون أيولي كالاماري وكريسي تشيكن بايتس.

## CUTS

**FILET** فيله  
القطعة الأكثر طرية، لينة القوام وغنية بالنكهة

**RIBEYE** ريب أي  
الدبحة المقلبة لحمي الشيك لليلة وغنية بالدهون

**STRIP** ستريب ستيك  
شريحة كلاسيكية طرية وغنية بالنكهة

**SIRLOIN** سيرلوين

## TEMPERATURES

**RARE** قليل الطهي  
Cool red center وسطها بارد وأحمر اللون

**MEDIUM RARE** قليل إلى متوسط النضج  
Warm red center وسطها دافئ وأحمر اللون

**MEDIUM** متوسط النضج  
Warm pink center, touch of red وسطها دافئ زهري اللون مائل إلى الحمرة

**MEDIUM WELL** متوسط النضج تماماً  
Warm brown, pink center وسطها دافئ بني اللون مائل إلى الزهري

**WELL DONE** الطهي بشكل جيد  
Hot brown center, no pink وسطها ساخن بقلب عليه اللون البني ويخيب عنه الزهري



**BBQ Beef Ribs**  
Tender and succulent beef ribs smoked and grilled to perfection. Brushed with our tangy BBQ sauce and served with Aussie Fries. \$135.00\*\*



# Saudi Arabia – Menu Innovation



Mango Mojito

Classic Mojito

Strawberry Mojito

## MOJITOS

**Frozen Berry Mojito** NEW!  
Berries, limes and mint blended smoothly with ice for this slightly tart slightly sweet mojito. 30.00

**Classic Mojito**  
The Classic mojito made with limes, fresh mint and the perfect amount of sweetness. Garnished with a mint sprig. 28.00

**Mango Mojito**  
Real mangos, limes and fresh mint gently muddled together, and topped with 7UP® to create this Caribbean-inspired drink. 30.00

**Strawberry Mojito**  
A refreshing combination of strawberries lime and fresh mint muddled together and topped with 7UP®. 30.00

**Apple Mojito**  
Freshly diced red apples, limes, flavorful mint and exotic flavors gently muddled and topped with 7UP® to create a one of a kind flavor sensation. 30.00

## Spirit-Free Cocktail Menu



# رمضان كريم

## IFTAR MENU

MAY YOUR FASTING BE ACCEPTED AND WISH YOU A DELICIOUS IFTAR

Start with a traditional selection of dates, Arabic coffee and sambosik, followed with a cup of soup and side salad with your choice of dressing.

Then choose one of your favorite entrees from the selection below, each served with Laban and your selection of Pepsi® products or homemade Iced Tea.

Enjoy a complimentary scoop of vanilla ice cream with our rich homemade chocolate sauce.

### RAMADAN IFTAR #1 95SR

**AUSSIE STEAK SKEWERS**  
Flame grilled steak skewers with red onions, bell peppers, mushrooms and tomatoes. Served over a bed of our special jambalaya rice with a rich demiglace and green onions.

**STEAK AND SHRIMP SKEWERS**  
Flame grilled steak and shrimp skewers are complemented by red onions, bell peppers, mushrooms and tomatoes, topped with lemon butter and served with rice pilaf.

**DIABLO STEAK SKEWERS**  
Flame grilled steak skewers with red onions, bell peppers, mushrooms and tomatoes. Served over a bed of rice pilaf with a spicy diablo sauce.

**SIRLOIN WITH PEPPERCORN SAUCE**  
Our signature sirloin topped with homemade peppercorn sauce. Served with Aussie Fries.

### RAMADAN IN OUTBACK IS THE MONTH OF GIVING

Muslims worldwide fast during daylight hours and abstain from other pleasures. During the month of Ramadan, Muslims also participate in charity work and donate to the less fortunate.

**TWEET**  
Open your Twitter account while waiting for your order

**#GIVING**  
Tweet using the hashtag "Giving" to tell us your ideas and how to make GIVING part of our day to day culture

**FEED**  
We've partnered with Enean charity to feed one person in need for every published tweet.

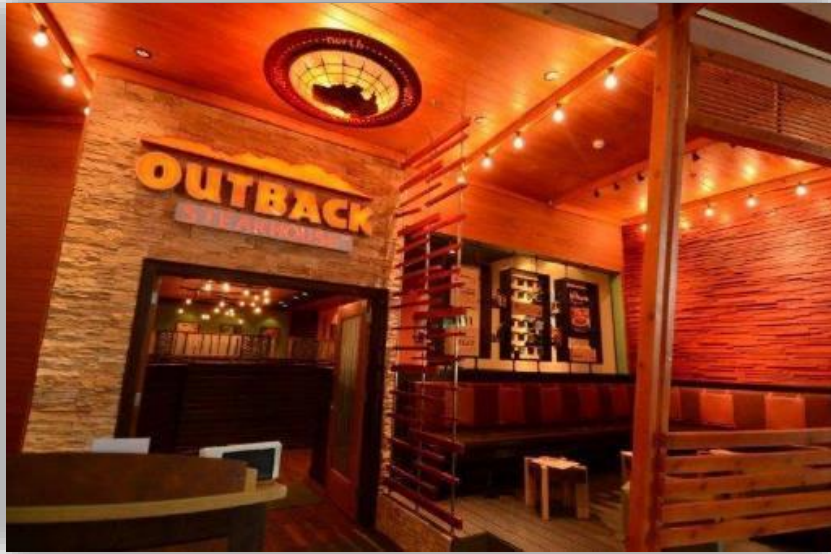
**OUTBACK STEAKHOUSE®**

www.outback.com.sa

## Ramadan Menu



# Saudi Arabia – Design Variation



## Design Variations

1. Dual Dining Rooms
2. Family-only Entrance
3. Dual Host Areas
4. Bar located in the Men's section





# Saudi Arabia – Embracing the Culture



Outback Jeddah branch (event photos)



#OUTBACKJEDDAH

**OUTBACK®**

f OUTBACKKSA  
t @OUTBACK\_KSA



# The Asia Market- China





## Challenges:

- Breaking into saturated market
- Unfamiliar with Western Dining
- Steak not a popular item
- Differing opinions on “Steakhouse” concept
- Fast moving consumer trends

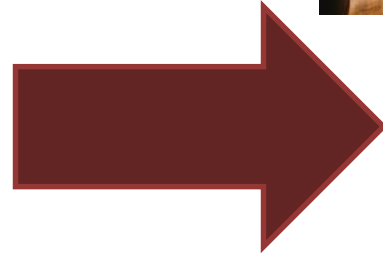
## Solutions:

- Employ local expertise
- Innovative menu solutions
- Educate consumers and Outbackers on Western Dining and Steak culture
- Improve the Design



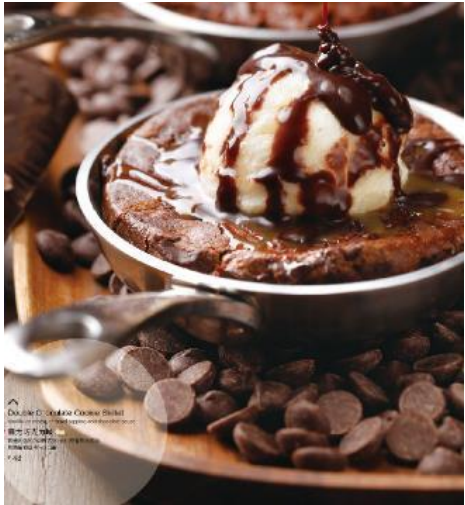


# China – Design Evolution





# China – Menu Item Innovation





# China – Menu Improvement

### Ayers Rock

Ayers Rock (also known as Uluru) is one of Australia's landmarks. Located almost directly in the center of the continent and known for appearing to change color each day, it is no wonder that it holds great cultural significance for the Indigenous people.

### 艾尔斯岩

艾尔斯岩 (又称乌鲁鲁), 位于澳大利亚内陆, 几乎在正中心。因其颜色会随时间变化而成为澳大利亚最知名地标, 也是非常重要的文化遗产。

澳拜客牛排馆自1988年诞生于美国以来, 就受到全球热爱牛排的人们的喜爱, 是牛排爱好者的乐园。经过多年的时间, 澳拜客牛排馆Outback Steakhouse®在全世界20个国家开设了将近1000家牛排馆, 澳拜客牛排馆在世界各地获得许多美食领域的荣誉, 用地道牛排征服了无数消费者, 更是频频出现在热门的杂志以及真人秀中, 这些殊荣正是源自于全球消费者对澳拜客牛排馆的支持与热爱。现今, 全球每年平均都有超过1亿人次光临澳拜客牛排馆。

我们本着对美食最大的热忱, 坚持选用最上乘的新鲜原料, 创造最健康可口的美食, 并根据您的需求不断求索与进步。您在澳拜客牛排馆所品尝到的牛排, 都精选自优质的澳洲进口牛肉, 经过我们引以为傲的独特的熟成处理, 保留牛排最诱人的自然色泽以及嫩多汁的口感。澳拜客牛排馆在忠于高品质牛排的同时, 更以秘制18味香料为牛排进行调味, 由经验丰富的牛排师傅, 根据您的喜好精心烤制, 以确保每一

## YOUR STEAK. YOUR WAY.

您的牛排, 您的方式。

### 1 请选择您的牛排及大小

#### CHOOSE YOUR CUT

**菲力牛排 FILET**  
我们经典的菲力牛排, 在诸多牛排中最为柔嫩。The most tender and juicy thick cut. S

**西冷牛排 SIRLOIN**  
最为精瘦, 牛肉风味浓郁。180克, 260克  
Our signature Sirloin is the leanest cut. Seasoned and seared.

**纽约牛排 NEW YORK STRIP**  
美国的最爱, 量足味厚, 拥有丰富的油脂。厚实有嚼劲! 260克, 340克  
A world-wide favorite. Full of rich flavor.

### 2 请选择您的牛排熟度

#### CHOOSE YOUR TEMPERATURE

**一分熟 RARE**  
中心未熟, 肉色鲜红  
Cool red center

**三分熟 (微熟) MEDIUM RARE**  
中心温热, 肉色粉红  
Warm red center

**五分熟 (中等熟度) MEDIUM**  
中心已熟, 肉色浅粉  
Warm pink center

**七分熟 (中等偏熟) MEDIUM WELL**  
中心很熟, 肉色浅棕  
Warm brown center

**全熟 WELL DONE**  
中心很熟, 肉色深棕  
Hot brown, throughout

## SIGNATURE STEAKS

### 特色牛排

澳拜客依您的口味选择烤制牛排, 并可自选两款现成配菜。Our signature steaks are cooked to order and served with your choice of two freshly made sides.

**菲力牛排龙蝦仁**  
鲜嫩多汁的菲力牛排配十八味香料调味入味, 铁板煎烤, 搭配鲜美的龙蝦尾, 海陆兼备, 双重享受! 180克 RMB 128元, 260克 RMB 158元  
Filet and Steamed Lobster Tail  
Seasoned and seared filet and steamed lobster tail. 180 gr. RMB 128, 260 gr. RMB 158

**西冷牛排**  
澳拜客最精瘦的西冷牛排, 精瘦瘦肉, 牛肉风味浓郁, 口香, 经十八味香料调味入味, 铁板煎烤。  
180克 RMB 128元, 260克 RMB 158元  
Sirloin  
Our signature Sirloin is the leanest cut, hearty and flavorful. Seasoned and seared. 180 gr. RMB 128, 260 gr. RMB 158

**菲力牛排**  
我们经典的菲力牛排, 在诸多牛排中最为柔嫩多汁, 口香, 经十八味香料调味入味, 铁板煎烤。  
180克 RMB 158元, 230克 RMB 178元  
Filet  
The most tender and juicy thick cut. Seasoned and seared. 180 gr. RMB 158, 230 gr. RMB 178

**纽约牛排**  
美国大众的最爱, 量足味厚, 拥有丰富的油脂花纹, 撒上新鲜香草, 肉质厚实有嚼劲! 280克 RMB 158元, 340克 RMB 178元  
New York Strip  
A worldwide favorite. Full of rich flavor. Black pepper crust. 280 gr. RMB 158, 340 gr. RMB 178

**纽约大骨牛排**  
澳洲进口, 澳拜客最大最厚实的牛排, 肉质量巨, 肉质嫩滑, 是菲力牛排和纽约牛排的完美组合。经十八味香料调味, 铁板煎烤, 味道浓郁, 最适于豪爽食客。560克 RMB 398元  
Porterhouse  
Our largest and most luxurious cut. A flavorful strip of tenderloin together. 560 gr. RMB 398

**火烤顶级肋眼牛排**  
因品质出众被誉为顶级肋眼牛排, 既有鲜嫩口感, 又入味。两种做法, 铁板煎烤, 或尝试我们经典的慢火慢烤。280克 RMB 178元, 340克 RMB 198元  
Fire-Grilled Prime Rib  
Known for quality. Seasoned and fire-grilled. Or try slow roasted to capture the rich, succulent flavors of this cut. 280 gr. RMB 178, 340 gr. RMB 198

## APPETIZERS, SIDES AND ADD-ONS

### 开胃菜, 配菜及更多选择

**澳拜客招牌洋葱花球**  
Bloomin' Onion® 为澳拜客Outback Steakhouse® 招牌开胃菜, 全球独有! 全球全手工精心制作, 色泽金黄, 脆皮上淋有秘制酱汁, 香脆可口, 别有风味。  
Bloomin' Onion®  
The Outback original signature appetizer! A hand-cut onion, cooked until golden brown and served with our signature sauce. RMB 58

**澳洲培根芝士薯条**  
香脆澳洲薯条加上澳洲芝士一同烤制, 撒上培根碎, 撒上沙拉酱, 黄白红交映, 香气四溢。RMB 48元  
Aussie Cheese Fries  
Aussie Fries topped with melted mixed cheese, topped with chopped bacon and served with a spicy ranch dressing. RMB 48

**墨西哥嫩烤小牛排干酪薯片**  
鲜嫩薯片, 经澳拜客大厨调味, 混合鲜嫩小牛排肉片, 并搭配风情上好牛排, 简直是难以抵挡! RMB 58元  
Short Rib Steakhouse Nachos  
Seasoned crispy kettle chips served with cheddar cheese and tender short rib meat. RMB 58

**芝麻牛肉刺身薄片**  
上等澳洲牛肉薄片, 上加阿根廷香蒜酱和帕玛森芝士, 沙拉和芝麻吐司, 别具风味。RMB 78元  
Beef Carpaccio  
Thinly sliced beef tenderloin topped with chimichurri sauce, Parmesan cheese. Served with watercress salad and toasted bread. RMB 78

**新鲜鱿鱼圈**  
选用新鲜Q弹的鱿鱼圈精心烤制而成, 色泽金黄, 口感香脆, 是菲力牛排和纽约牛排的完美组合。RMB 58元  
Calamari Rings  
Lightly battered calamari rings served with marinara sauce and a watercress, tomato salad. RMB 58

**火烤甜辣鸡翅**  
火烤精选鸡翅, 搭配甜辣浓郁的芒果酱汁, 肉质嫩滑, 小份 (4块) RMB 48元, 大份 (8块) RMB 78元  
Fire-Grilled Sweet and Spicy Wings  
Fire-grilled chicken wings with sweet and tangy sauce for dipping. 4 pieces RMB 48, 8 pieces RMB 78

## SURF N' TURF

### 海陆畅享套餐

RMB 278元

**主餐 (任选其一)**  
ENTRÉE (select one)  
西冷牛排雪蟹腿  
Sirloin and Snow Crab Combo  
澳洲图文巴菲力牛排  
Toowoomba Topped Filet  
菲力牛排龙蝦仁  
Filet and Steamed Lobster Tail  
加 RMB 28元  
Add RMB 28

**汤或沙拉 (任选其一)**  
SOUP OR SALAD (select one)  
每日例汤  
Soup of the Day  
意式杂菜汤  
Minestrone soup  
奶香蛤蜊玉米浓汤  
Corn and Clam Chowder  
澳拜客特色沙拉  
House Side Salad  
凯撒沙拉  
Caesar Side Salad  
澳拜客切角生菜沙拉  
Steakhouse Wedge Side Salad

**开胃菜或甜品 (任选其一)**  
APPETIZER OR DESSERT (select one)  
澳拜客招牌洋葱花球  
Bloomin' Onion®  
澳洲培根芝士薯条  
Aussie Cheese Fries  
澳拜客雪球布蘭尼  
Chocolate Thunder from Down Under  
焦糖布蕾  
Crème Brûlée

**饮品 (任选其一)**  
DRINK (select one)  
现制冰茶  
Freshly Brewed Iced Tea  
软饮 (杯)  
Fountain Soft Drink

**饮品升级 For an additional charge**  
时代生啤 350毫升 18元  
Stella Artois 350ml RMB 18  
时代生啤 590毫升 28元  
Stella Artois 590ml RMB 28  
智利红魔鬼黑皮诺 42元  
Casillero del Diablo Pinot Noir RMB 42  
杰卡斯澳洲美或长相思干白葡萄酒 42元  
Jacob's Creek Sauvignon Blanc RMB 42

## DESSERTS

### 甜品

**悉尼圣代**  
香草冰激凌, 淋上热巧克力沙司, 加现打鲜奶油进行点缀, 加上新鲜的水果和浆果, 甜蜜健康。RMB 28元  
Sydney's Sundae  
Vanilla ice cream, fresh whipped cream and hot chocolate sauce, topped with seasonal fruit and berries. RMB 28

**焦糖布蕾**  
香脆焦糖壳内藏有新鲜时令浆果和幼滑香醇的香草奶冻, 口感香甜, 耐人寻味。RMB 38元  
Crème Brûlée  
Fresh seasonal berries, rich vanilla custard, with a caramelized sugar crust. RMB 38

**澳拜客雪球布蘭尼**  
三块美味巧克力蛋糕以巧克力甘那许和坚果仁烤制, 并搭配香草冰激凌及现打鲜奶油。RMB 48元  
Chocolate Thunder from Down Under  
Decadent, chocolate cake with chocolate ganache and nuts. Served with vanilla ice cream and fresh whipped cream. RMB 48

**焦糖布蕾**  
Crème Brûlée

为甜品腾出一些空间? 沉浸在澳拜客招牌甜品给您带来的甜蜜, 以及新鲜水果给您带来的幸福中吧!

Save room for dessert? Indulge in one of our signature sweet treats and your meal with fresh fruit!

澳拜客雪球布蘭尼  
Chocolate Thunder from Down Under

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# China – Menu Improvement

关于我们  
ABOUT US

OUTBACK is well known for great steak and seafood. The OUTBACK BAZAR opened in 2013 and has been a success story. We are now over 1500 restaurants in the United States. Our menu is inspired by the Outback lifestyle and the Australian spirit. We offer a variety of dishes that are both delicious and healthy. Our menu is constantly evolving to meet the needs of our customers. We are proud to be a part of the Outback family and to provide a great dining experience for all our guests.

The OUTBACK name is derived from the Outback region in Australia. The Outback is a vast, remote area of Australia, known for its rugged beauty and unique wildlife. The Outback BAZAR is a celebration of this region and its culture. We offer a variety of dishes that are both delicious and healthy. Our menu is constantly evolving to meet the needs of our customers. We are proud to be a part of the Outback family and to provide a great dining experience for all our guests.

Beefy ribs, OUTBACK's signature dish, are slow-cooked for hours to achieve a tender, juicy texture. Our Country Style Roasted Chicken is a classic comfort food that is both flavorful and healthy. We also offer a variety of seafood dishes, including our famous Lobster Tail. We are proud to be a part of the Outback family and to provide a great dining experience for all our guests.

Enjoy your food journey with your friends.

Outback BAZAR  
10000 N. 10th Ave., Suite 100, Denver, CO 80231  
Tel: 303.733.1234  
www.outbackbazar.com

APPETIZERS

Garlic Bread  
A slice of buttery garlic bread, perfect for dipping in our soups or sauces. \$3.99

Shrimp Cocktail  
Fresh, succulent shrimp served with a tangy cocktail sauce. \$4.99

Onion Rings  
Crispy, golden-brown onion rings, served with a side of ketchup. \$4.99

Mac & Cheese  
Creamy, cheesy macaroni and cheese, served with a side of bread. \$4.99

Rainbow Salad  
A colorful mix of fresh vegetables, including tomatoes, cucumbers, and bell peppers, served with a light vinaigrette. \$4.99

PASTA

Spaghetti  
A classic dish of spaghetti, served with a rich tomato sauce and a side of meatballs. \$9.99

Pasta Salad  
A refreshing mix of pasta, vegetables, and dressing, perfect for a light meal. \$4.99

STEAKS

Filet Mignon  
A tender, succulent filet mignon, served with a side of mashed potatoes and vegetables. \$19.99

Steak  
A choice of sirloin, ribeye, or tenderloin, served with a side of mashed potatoes and vegetables. \$14.99

BURGERS & SANDWICHES

Hamburger  
A classic hamburger, served with a side of french fries. \$4.99

Chicken Sandwich  
A delicious chicken sandwich, served with a side of french fries. \$4.99

DESSERTS

Ice Cream  
A choice of vanilla, chocolate, or strawberry ice cream, served with a side of waffle. \$2.99

Cheesecake  
A creamy, delicious cheesecake, served with a side of fruit. \$3.99



# China – Embracing the Culture



# The Latin American Market - Brasil





## Challenges:

- Consumers unfamiliar with bold flavor profiles
- Unknown Brand
- Challenging Labor model
- Competing with Brazilian Steakhouse model

## Solutions:

- Create culture of Hospitality
- Maintain Brand Standards
- Stay true to Bold Flavors and Frosty Beers
- Capture vibrant Brazilian culture
- Capitalize on winning menu items



# Brasil – Changing the Food Culture





# Brazil – Changing the Food Culture

For the full video, please visit: <https://www.youtube.com/watch?v=Bg2Ev0JTsdM>





# Brasil – Embracing the Culture





In Summary.....

Does the Bloomin' Onion<sup>®</sup> work everywhere?



**Absolutely, Mate!**



# Concept Evolution

ABBRACCIO  
— cucina italiana —

Do you know what  
“Abbraccio”  
means?



# Concept Evolution

**CARRABBA'S**  
ITALIAN GRILL®



**ABBRACCIO**  
— cucina italiana —



**ABBRACCIO**  
— cucina italiana —





# Concept Evolution





# Concept Evolution





*grazie!*

**Any questions?**

**Email me!**

**[kimvanheuvelen@bloominbrands.com](mailto:kimvanheuvelen@bloominbrands.com)**