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APPLEBEES INTERNATIONAL INC

Form 8-K

August 26, 2003

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

Current Report

PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES
EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported) August 26, 2003

Commission File Number: 000-17962

Applebee's International, Inc.

(Exact name of registrant as specified in its charter)

Delaware

43-1461763

(State or other jurisdiction of
incorporation or organization)

(I.R.S. Employer Identification No.)

4551 W. 107th Street, Suite 100, Overland Park, Kansas 66207

(Address of principal executive offices and zip code)

(913) 967-4000

(Registrant's telephone number, including area code)

None

(Former name or former address, if changed since last report)

1

Item 5. Other Events

On August 26, 2003, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International Reports August Comparable

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Sales." The release contained the following information.

FOR IMMEDIATE RELEASE

Contact: Carol DiRaimo,
Executive Director of Investor Relations
(913) 967-4109

Applebee's International Reports August Comparable Sales

Overland Park, Kan., August 26, 2003 -- Applebee's International, Inc. (Nasdaq:APPB) today reported comparable sales for the four-week period ended August 24, 2003.

Comparable sales for company restaurants increased 5.4 percent, including the 21 franchise restaurants in Washington, D.C. acquired in November 2002 as well as the 11 franchise restaurants adjacent to the St. Louis market that were acquired in March 2003. Excluding the acquired restaurants, comparable sales for company restaurants increased 5.6 percent, reflecting an increase in guest traffic of approximately 2.0 to 2.5 percent, combined with a higher average check. System-wide comparable sales increased 4.3 percent for the August period, and comparable sales for franchise restaurants increased 3.9 percent.

August comparable sales were negatively impacted by approximately 0.5 percent in both company and franchise markets due to the recent blackout in several states.

Comparable sales for company restaurants for the quarter-to-date period (eight weeks) have increased 5.5 percent, with system-wide and franchise comparable sales up 4.1 percent and 3.6 percent, respectively.

Applebee's International, Inc., headquartered in Overland Park, Kan., develops, franchises and operates restaurants under the Applebee's Neighborhood Grill & Bar brand, the largest casual dining concept in the world. As of August 24, 2003, there were 1,538 Applebee's restaurants operating system-wide in 49 states and nine international countries. Additional information on Applebee's International can be found at the company's website (www.applebees.com).

#

2

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

APPLEBEE'S INTERNATIONAL, INC.
(Registrant)

Date: August 26, 2003

By: /s/ Steven K. Lumpkin

Steven K. Lumpkin
Executive Vice President and
Chief Financial Officer

