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APPLEBEES INTERNATIONAL INC

Form 8-K

August 29, 2001

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 29, 2001

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)

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Item 5. Other Events

On August 29, 2001, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International Reports August Comparable

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Sales." The press release contained the following information.

FOR IMMEDIATE RELEASE

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

Applebee's International Reports August Comparable Sales

Overland Park, Kan., August 29, 2001 -- Applebee's International, Inc. (Nasdaq:APPB) today reported comparable sales for the four-week period ending August 26, 2001. Comparable sales for company restaurants increased 3.1 percent, reflecting an increase in guest traffic of approximately 1.5 percent, combined with a higher average check (resulting from a price increase taken earlier this year and menu mix shifts).

System-wide comparable sales increased 3.5 percent for the August period, and comparable sales for franchise restaurants increased 3.6 percent. Comparable sales for the quarter-to-date period (eight weeks) have increased 2.2 percent for company restaurants, with system-wide and franchise restaurant comparable sales up 2.8 percent and 3.0 percent, respectively.

Applebee's International, Inc., headquartered in Overland Park, Kan., currently develops, franchises and operates restaurants under the Applebee's Neighborhood Grill and Bar brand, the largest casual dining concept in the world. There are currently 1,348 Applebee's restaurants operating system-wide in 49 states and eight international countries. Additional information on Applebee's International can be found at the company's website (www.applebees.com).

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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 29, 2001  
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By: /s/ George D. Shadid  
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George D. Shadid  
Executive Vice President and  
Chief Financial Officer

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