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APPLEBEES INTERNATIONAL INC
Form 8-K
August 24, 2004

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 24, 2004

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 8.01. Other Events

On August 24, 2004, 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,
Vice President of Investor Relations
(913) 967-4109

Applebee's International Reports August Comparable Sales

Overland Park, Kan., August 24, 2004 -- Applebee's International, Inc. (Nasdaq:APPB) today reported comparable sales for the four-week period ended August 22, 2004.

System-wide comparable sales increased 1.6 percent for the August period, and comparable sales for franchise restaurants increased 2.2 percent. Comparable sales for company restaurants decreased 0.1 percent, reflecting a decrease in guest traffic of approximately 1.5 percent, offset by a higher average check.

The company noted that its Fresh Garden Classics promotion featuring four salads, which concluded on August 15th, had lower price points than either the prior year or recent promotions. August 2004 comparable sales were also negatively impacted by the Olympics and one less week of advertising in comparison to the prior year. In addition, Hurricane Charley negatively impacted franchise comparable sales by approximately 0.3 percent. August 2003 comparable sales were negatively impacted by approximately 0.5 percent in both company and franchise markets due to a blackout in several states last year.

System-wide comparable sales for the quarter-to-date period through August have increased 3.5 percent, with company and franchise restaurant comparable sales up 1.9 percent and 4.1 percent, respectively. The company expects the Olympics to continue to have a negative impact on sales for the first week of its September period.

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 22, 2004, there were 1,629 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).

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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 24, 2004

By: /s/ Steven K. Lumpkin

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Steven K. Lumpkin
Executive Vice President and
Chief Financial Officer