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APPLEBEES INTERNATIONAL INC

Form 8-K

February 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) February 23, 2004  
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Commission File Number: 000-17962

Applebee's International, Inc.  
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(Exact name of registrant as specified in its charter)

Delaware  
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43-1461763  
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(State or other jurisdiction of  
incorporation or organization)

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

4551 W. 107th Street, Suite 100, Overland Park, Kansas 66207  
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(Address of principal executive offices and zip code)

(913) 967-4000  
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(Registrant's telephone number, including area code)

None  
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(Former name or former address, if changed since last report)

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Item 5. Other Events

On February 23, 2004, Applebee's International, Inc. (the "Company") issued a press release entitled "Applebee's International Reports February 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 February Comparable Sales

Overland Park, Kan., February 23, 2004 -- Applebee's International, Inc. (Nasdaq:APPB) today reported comparable sales for the four-week period ended February 22, 2004.

Comparable sales for company restaurants increased 8.4 percent, reflecting an increase in guest traffic of approximately 7.5 to 8.0 percent, combined with a higher average check, which includes the impact of a menu price increase of approximately 1.5% taken in early January. System-wide comparable sales increased 7.8 percent for the February period, and comparable sales for franchise restaurants increased 7.6 percent.

February comparable sales were negatively impacted by approximately 1.0 percent due to a shift in the timing of the Super Bowl from the January fiscal period in 2003 to the February fiscal period in 2004. February 2003 comparable sales were negatively impacted by 1.5 to 2.0 percent due to severe winter weather experienced over the President's Day weekend.

Comparable sales for company restaurants for the quarter-to-date period (eight weeks) have increased 8.4 percent, with system-wide and franchise comparable sales up 8.1 percent and 8.0 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 February 22, 2004, there were 1,594 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](http://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: February 23, 2004  
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By: /s/ Steven K. Lumpkin  
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Steven K. Lumpkin

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Executive Vice President and  
Chief Financial Officer