

# Welcome to Applebee's

Where the men are men; And the cows are nervous



## Desk Drawer Tools for the Web

By Insight Development

Applebee's neighborhood restaurants have a long standing reputation for serving some of the best dang steaks in the country.

Our steaks are always fresh, lean and grilled to make your mouth water. At Applebee's we feel that our customer deserves the tenderest steak their money can buy.

That's why we go a little further than the average restaurant. An independent team of scientists has determined that the tenderness of beef is

improved by the spiritual well-being of the cattle involved. In a word: **Happy cows; happy steak.**

We have developed a good way to keep the quality of our steaks top-notch:

**1** : We raise our own cattle - we keep thousands of head of cattle in our large farms in Montana, where the grass is lush, and there is peace and quiet to create harmony in a cow's life

**2** : We wash and scrub every cow twice every week to ensure clean, happy cattle that doesn't stress out.

**3** : Right before we - very humanely - slaughter the cow, we bring in Applebee's trainees, who fuck the cow seven ways from Sunday

Applebees:  
**Happy Cows -  
Happy Steak**

