



It's Back – Smokehouse Pork Belly Sandwich Returns to Arby's Menus Nationwide

ATLANTA (May 1, 2017) – Last year, Arby's went where no national restaurant chain had gone before by offering pork belly, also known as the bigger, better bacon. The Smokehouse Pork Belly Sandwich quickly became one of Arby's most popular sandwiches, selling out in multiple locations across the country in a matter of weeks. Due to its positive response and ongoing requests from guests to bring it back, Arby's announced today the return of the Smokehouse Pork Belly Sandwich for a limited time.

"Our guests love pork belly," said Rob Lynch, Chief Marketing Officer and Brand President of Arby's Restaurant Group. "When we launched it last year, we weren't sure how well it would do because no one in our industry had done a slow-smoked pork belly sandwich before. Well, the response was remarkable, significantly exceeding our wildest expectations. So we worked hard to bring it back as soon as possible, and here it is. Pork belly is just another example of our unique approach to food, which is to offer innovation that our guests can only find at Arby's. We are really proud of this meat."

The Arby's Smokehouse Pork Belly Sandwich features two strips of thick pork belly topped with melted, smoked cheddar cheese, crispy onions, BBQ sauce and mayo on a toasted specialty roll. Arby's pork belly is hickory smoked for hours and then seared, resulting in a tender, melt-in-your-mouth experience. Also returning to the Arby's menu is the Smoke Mountain Sandwich featuring smoked pork belly, smoked brisket and smoked ham piled high and topped with crispy onions, smoked cheddar cheese and BBQ sauce on a specialty roll.

While pork belly has become a trendy menu item at white tablecloth restaurants and food trucks, Arby's ability to source the quality protein for its more than 3,000 restaurants nationwide has made pork belly more accessible than ever. Arby's has taken the same approach with other product innovations like the Traditional Greek Gyro, Venison Sandwich and even the Smokehouse Brisket Sandwich that became the brand's most successful product launch of all time when it hit the menu in 2013 and is now a permanent offering.

For more information on Arby's Pork Belly Sandwich and other menu items, visit www.arbys.com or follow the Brand on [Facebook](#), [Twitter](#) or [Instagram](#).

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About Arby's®

Arby's, founded in 1964, is the first nationally franchised sandwich restaurant brand, with more than 3,300 restaurants worldwide. The Arby's brand purpose is "Inspiring Smiles Through Delicious Experiences®." Arby's restaurants feature Fast Crafted® service, a unique blend of quick-serve speed and value combined with the quality and made-for-you care of fast casual. Arby's Restaurant Group, Inc. is the parent company of the franchisor of the Arby's brand and is headquartered in Atlanta, Ga. Visit Arbys.com for more information.

With the current growth and momentum of the brand, Arby's is actively seeking new franchisees. To learn more about available markets and requirements, visit ArbysFranchising.com

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