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## **America's Best Selling Cookie Partners with America's Largest Philly Steak Chain**

*Charley's Grilled Subs adds Oreo cookies to Kid's meals*

**Columbus, OH** (September 17, 2009) – Starting this September, Charley's Grilled Subs, known for its fresh, made-to-order Philly Steaks, will team-up with Nabisco to add *Oreo* cookies to its kids' meals at participating locations worldwide. The addition comes as a celebration of America's best-selling cookie and as the first dessert ever included nationally in Charley's kids' meal.

The two-pack *Oreo* cookie will be served alongside Charley's Grilled Subs kids' meals consisting of three chicken fingers and fries, which are trans fat free, and a drink. A part of the cookie jar offerings for nearly 100 years, *Oreo* is currently the best-selling cookie in America. The pairing of Charley's kids' meals with the well-known and well-loved cookie appeals to Charley's Grilled Subs consumers.

"We already know that *Oreo* cookies are a popular treat in American's pantries, and are excited to team up with Charley's Grilled Subs to deliver this sweet treat to their restaurant customers," said Sylvia Nicholson, Chain Account Manager with Kraft Foodservice. "America's favorite cookie will be a delicious addition to the popular Charley's kids' meal."

Charley's fresh ingredients, such as real dairy cheeses, freshly sliced vegetables, USDA Choice sirloin steak, all-white meat chicken and authentic Italian buns serve as the foundation for a great sandwich. Served with natural lemonade and made fresh when ordered, the subs are cooked without oil on a flat top grill, and Charley's gourmet fries are cholesterol free. Charley's process leaves out the following: microwaves, heating lamps and pre-packaged cold cuts.

"We couldn't think of a better addition to the kids' meals than *Oreo* Cookies," said James Pa, Vice President of Brand Management, Charley's Grilled Subs. "After 23 years of looking for the perfect compliment for our kids' meal, we selected America's best-selling cookie. It's a well known product popular and guaranteed to add to the already high quality of the kids' meal."

***Oreo* is a registered trademark of Kraft Foods.**

### **About Charley's Grilled Subs**

Charley's Grilled Subs, headquartered in Columbus, Ohio, has more than 385 locations worldwide in 41 states and 13 countries. Founded in 1986, Charley's Grilled Subs is best known for its made-to-order, signature Philly Steak and other steak, chicken and deli subs, gourmet fries and freshly squeezed lemonade. More than 90 percent of Charley's Grilled Subs restaurants are independently owned and operated by local franchisees. The restaurant chain has been recognized at the top of more than ten national lists for successful franchising, entrepreneurship and management in its 23 years of business. For more information, visit [www.Charleys.com](http://www.Charleys.com).

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