



The DOLLAR ZOMBIE™ Rises from the Grave to Invade an Applebee's Near You This October

October 1, 2018

This Mind-Blowing Cocktail Will Make October so Good, it's Scary

GLENDALE, Calif., Oct. 1, 2018 /PRNewswire/ -- Applebee's® Neighborhood Grill & Bar is unveiling its most spine-chilling [Neighborhood Drink of the Month yet, the new DOLLAR ZOMBIE™](#). Head to participating Applebee's® restaurants any day in October and trick-or-treat yourself to this electric-blue-colored drink topped with a gummy brain for just \$1. We guarantee it will be the only time you'll want to run toward a zombie.



The DOLLAR ZOMBIE marks the first time Applebee's has crowd-sourced its Neighborhood Drink of the Month, with guests providing input on everything from the drink's color to the flavors and garnish. The result is a scary-delicious combination of rum and pineapple, passion fruit, cherry and lime flavors.

"Halloween is a favorite holiday around here, and we're excited to offer guests the opportunity to celebrate all month long with our new DOLLAR ZOMBIE," said Patrick Kirk, vice president of beverage innovation at Applebee's. "We invite people to get into the spirit early by trying our Neighborhood Drink with an infectious taste. The only thing to fear this Halloween is missing out on this awesome drink."

Price, participation and hours or availability may vary by location, and guests must be 21-years old or over to enjoy responsibly. Void where prohibited.

For more information on this as well as other Halloween drinks and limited time offers from Applebee's, visit [Applebee's online](#).

As always, Applebee's reminds you to please drink responsibly.

About Applebee's®

Applebee's Neighborhood Grill & Bar offers a lively casual dining experience combining simple, craveable American fare, classic drinks and local drafts. All Applebee's restaurants are owned and operated by entrepreneurs dedicated to serving their local communities, and offering quality food and drinks with genuine, neighborly service. Applebee's is one of the world's largest casual dining brands; as of June 30, 2018, there were 1,883 Applebee's franchise restaurants in all 50 states, Puerto Rico, Guam and 13 other countries. Applebee's is franchised by subsidiaries of Dine Brands Global Inc. [NYSE: DIN], which is one of the world's largest full-service restaurant companies.

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SOURCE Applebee's Neighborhood Grill & Bar

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