



Applebee's® Introduces the DOLLARMAMA™ for the Entire Month of February

February 1, 2018

Escape the Winter Blues with a \$1 Bahama Mama to Lift Your Spirits!

GLENDALE, Calif., Feb. 1, 2018 /PRNewswire/ -- [Applebee's® Neighborhood Grill + Bar](#) is wowing guests again this month with their newest [Neighborhood Drink, the DOLLARMAMA™](#). The beachy new libation – made with white rum and Applebee's new, proprietary mix of pineapple, lime and orange juices with hints of coconut and cherry – will have you feeling summer vacation vibes all February long. This special Bahama Mama cocktail offer is available from open to close at participating Applebee's restaurants every day this month – for only a buck!



"We're proud to introduce our own unique twist on the popular Bahama Mama drink to our guests," said Patrick Kirk, vice president of beverage innovation at Applebee's. "We know Applebee's fans are going to love the tropical fruit flavors of the new recipe we created just for the DOLLARMAMA™. For \$1 you can experience the perfect winter getaway in a glass."

Take a vacation from the doldrums of winter, for only a \$1. The DOLLARMAMA is available all day, every day while dining in at participating Applebee's locations through February. 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 the DOLLARMAMA™ and other limited time offers from Applebee's, view [Applebee's online menu](#) and [stop by your neighborhood Applebee's restaurant](#).

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 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 Sept. 30, 2017, there were 1,945 Applebee's franchise restaurants throughout all 50 states, Puerto Rico, Guam and 14 other countries. Applebee's is franchised by subsidiaries of DineEquity, Inc. [NYSE: DIN], which is one of the world's largest full-service restaurant companies.

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