



Keep the Island Vibes Alive This Month With Applebee's \$1 Mai Tai

August 1, 2019

Applebee's August Neighborhood Drink of the Month Brings the Tiki into the Neighborhood

GLENDAL, Calif.--(BUSINESS WIRE)--Aug. 1, 2019-- Summer break may soon be coming to an end, but you can still get a taste of that island life all month long at [Applebee's®](#). Starting today, and for the rest of the month, escape to a participating Applebee's restaurant to wind down at the new neighborhood tiki bar with the August Neighborhood Drink of the Month, the [\\$1 Mai Tai](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190801005195/en/>



Served in a 10-ounce mug, Applebee's twist on the Mai Tai is a vibrant red and yellow layered tiki cocktail made of rum, pineapple, passion fruit, orange, black cherry, and lime flavors. Applebee's \$1 Mai Tai comes with a complimentary cocktail umbrella to help you really get that tiki feel without having to pack a suitcase.

"Tiki cocktails are the hottest drinks of the season," said Patrick Kirk, vice president of beverage innovation at Applebee's. "Drinking our \$1 Mai Tai is like getting whisked away to the South Seas without even having to leave the neighborhood. Grab your phones and make your social media friends jealous, because this drink is one you'll want to be seen with!"

Price, participation, and availability of the Neighborhood Drink of the Month may vary by location, and guests must be 21 years old or over to enjoy responsibly. Void where prohibited.

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

About Applebee's®

As one of the world's largest casual dining brands, Applebee's Neighborhood Grill + Bar serves as America's kitchen table, offering guests a lively dining experience that combines simple, craveable American fare with classic drinks and local drafts. Applebee's restaurants are owned and operated by entrepreneurs dedicated to more than serving great food, but also building up the communities that we call

Keep the Island Vibes Alive This Month With Applebee's \$1 Mai Tai (Photo: Business Wire)

home. From raising money for local charities to hosting community fundraisers, Applebee's is always Doin' Good in the Neighborhood. As of June 30, 2019, there were 1,822 franchise and company-owned 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.

Follow us:

Instagram: @applebees

Twitter: @applebees

Facebook: www.facebook.com/applebees

For media inquiries, email us at mediarelations@applebees.com.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190801005195/en/>

Source: Applebee's

Current Global for Applebee's
Josephine Mallari, 312-929-0519
jmallari@currentglobal.com

Applebee's
mediarelations@applebees.com