



Eat, Drink and Be Merry DOLLARITA™ This December at Applebee's®

December 2, 2019

Applebee's Puts a New Spin on the Iconic DOLLARITA Just in Time for the Holidays

GLENDAL, Calif.--(BUSINESS WIRE)--Dec. 2, 2019-- The most wonderful time of the year has finally arrived. The crisp feel of the air, the smell of cookies, the joy of spending time with friends and family ... and the happiness that comes from getting a dollar drink at Applebee's. Yep, you better believe it. [Applebee's®](#) latest Neighborhood Drink of the Month is here! Starting today, and for the rest of December, participating Applebee's locations across the country are serving up the [Merry DOLLARITA](#) to help you say *ho, ho, ho*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191202005105/en/>



Served in a 10-ounce mug, the Merry DOLLARITA is a cheery blend of tequila, triple sec, lime juice and the popular seasonal flavor of pomegranate. This dollar drink has the perfect seasonal twist to get

Eat, Drink and Be Merry DOLLARITA this December at Applebee's® (Graphic: Business Wire)

you into the spirit, and will make you wish you had written down a request for an endless supply on this year's family gift list.

"Come on in and deck the halls with Applebee's Merry DOLLARITA this month," said Patrick Kirk, vice president of beverage innovation at Applebee's. "We are spreading the holiday cheer with an unbeatable holiday bargain that keeps giving back all month long. It's time to eat, drink and be merry!"

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 home. From raising money for local charities to hosting community fundraisers, Applebee's is always Doin' Good in the Neighborhood. As of September 30, 2019, there were 1,804 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/20191202005105/en/>

Source: Applebee's

Current Global for Applebee's
Josephine Mallari, 312-929-0519

jmallari@currentglobal.com

Applebee's

mediarelations@applebees.com