



Bundle Up and Ring in the New Year with Applebee's \$1 Vodka Rum Frostbite

January 1, 2020

Applebee's latest \$1 Drink Brings a Taste of the Tropics to the Coldest Month of the Year

GLENDAL, Calif.--(BUSINESS WIRE)--Jan. 1, 2020-- There's no denying it – it's cold outside. But [Applebee's®](#) locations across the country are giving guests a reason to embrace the cold and the start of 2020 with the latest Neighborhood Drink of the Month. Starting today and for the rest of January, guests can enjoy a taste of a tropical getaway at their local Applebee's with the [\\$1 Vodka Rum Frostbite](#). Brrr – erm – Cheers!

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200101005002/en/>



Served in a 10-ounce mug, the \$1 Vodka Rum Frostbite is a boozy, tropical cocktail made with a delicious blend of rum, vodka, blue curacao, creamy coconut and pineapple. This Insta-worthy \$1 drink with its blue and white swirls, is served on the rocks and is the perfect wintry way to toast to the year ahead.

"Yes, it's a tropical rum drink at heart, but we added vodka for good measure," said Patrick Kirk, vice president of beverage innovation at Applebee's. "In the peak of chilly weather, it's the perfect warm up when you're ready to tell winter to frost itself."

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.

Bundle Up and Ring in the New Year with Applebee's \$1 Vodka Rum Frostbite (Photo: Business Wire)

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/20200101005002/en/>

Source: Applebee's

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