



Applebee's® Gets 'Dangerously Cheesy' with Cheetos®-Inspired Fan Favorites at Restaurants Nationwide

November 15, 2021

Brand also debuts The Shirtkin, the ultimate wing-eating innovation with the latest in Cheettle-wicking technology

GLENDAL, Calif.--(BUSINESS WIRE)--Nov. 15, 2021-- Something cheesy is headed to Applebee's! Starting now for a limited time, a [Cheetos®-inspired menu](#)—including wings and cheese bites—will be available for dine-in and To Go at participating Applebee's restaurants across the country.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211115005043/en/>



What makes this so deliciously unique? The menu features crispy breaded boneless wings tossed in original Cheetos Wing Sauce or Cheetos Flamin' Hot® Wing Sauce and coated in crunchy Cheetos crumbs. Or, amp up the cheese with Fried Cheetos Cheese Bites tossed in Cheetos Original sauce or Cheetos Flamin' Hot sauce. But hurry in, because just like a full bag of Cheetos, these items won't be around for long!

And to help guests up their wing-eating performance, Applebee's is launching the ultimate accessory for the brand's messiest wings yet - the Shirtkin. With the latest in Cheettle®-wicking technology, this shirt's napkin-like fabric allows fanatics to wipe their cheesy, saucy hands with ease. Goodbye clothes stained with Cheettle—the Shirtkin has got you covered...literally. For this exclusive drop, Applebee's will surprise superfans who like and engage with the brand's content over the coming weeks by sliding into their DMs to offer them their very own Shirtkin.

Applebee's® Gets 'Dangerously Cheesy' with Cheetos®-Inspired Fan Favorites at Restaurants Nationwide (Photo: Business Wire)

fan-favorites like wings and cheese bites is a match made in cheesy heaven, and we can't wait for all of our guests to have a bite," said Joel Yashinsky, Chief Marketing Officer at Applebee's. "With wings being one of our most popular meals among guests, we know this exclusive menu sprinkled in Cheetos dust will be a huge hit. I suggest pairing it with our new MTN DEW Dark Berry Bash™ for the perfect combo!"

This new dine-in and To Go menu at Applebee's is inspired by Cosmic Wings, an online delivery-exclusive restaurant that launched earlier this year and is prepared in more than 1,575 Applebee's kitchens nationwide. Want Cheetos-inspired wings and cheese bites delivered? To learn more about Cosmic Wings or to view the full menu, including Cheetos exclusive flavors, visit CosmicWings.com. Orders placed directly through the Cosmic Wings website are powered by DoorDash Storefront and delivered by Dashers.

CHEETOS®, CHEETLE® and FLAMIN' HOT® are trademarks of Frito-Lay North America, Inc., © 2021.

MTN DEW, the MTN DEW Logo, and the MTN Dew Landscape are registered trademarks of PepsiCo, Inc.

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 makes it easy for family and friends to connect with one another, whether it's in a dining room or in the comfort of a living room, Eatin' Good in the Neighborhood™ is a familiar and affordable escape from the everyday. 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®.

Applebee's franchise and company-operated operations consisted of 1,689 Applebee's restaurants in the United States, two U.S. territories and 11 countries outside the United States as of September 30, 2021. 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.

About Cheetos

Cheetos is one of the many brands that make up Frito-Lay North America, the \$17 billion convenient foods division of PepsiCo, Inc. (Nasdaq: [PEP](#)), which is headquartered in Purchase, NY. Learn more about Frito-Lay at the corporate website, <http://www.fritolay.com/>, the Snack Chat blog, <http://www.snacks.com/> and on Twitter <http://www.twitter.com/fritolay>.

Follow Us:

- Instagram: [@getcosmicwings](#)
- Twitter: [@getcosmicwings](#)
- Facebook: [Facebook.com/GetCosmicWings](#)
- TikTok: [Tiktok.com/@getcosmicwings](#)

View source version on [businesswire.com](#): <https://www.businesswire.com/news/home/20211115005043/en/>

Applebee's
Melissa Hariri
mediarelations@applebees.com

Source: Applebee's