



## Applebee's Teams Up with Dos Hombres to Debut Three NEW Mezcal Margaritas

January 8, 2024

Applebee's first margaritas featuring the rich taste and subtle smoke flavor of Mezcal include the Breaking Rock Rita, Passion Fruit Mezcal Rita, and the Classic Mezcal Rita.

Founded by actors, Aaron Paul and Bryan Cranston, Dos Hombres Mezcal is crafted from the finest Mexican agave, using traditional methods in Oaxaca.

PASADENA, Calif.--(BUSINESS WIRE)--Jan. 8, 2024-- Applebee's is taking its margaritas to bold new heights with three new specialty mezcal margaritas each featuring Aaron Paul and Bryan Cranston's Dos Hombres Mezcal and Dwayne "The Rock" Johnson's Teremana Tequila. These star-studded cocktails are hand-shaken, poured tableside, and served with a chilled shaker tin for guests to enjoy multiple pours. Applebee's [new mezcal margaritas](#) are only \$9 and available for a limited time.\*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240108660732/en/>



Applebee's first margaritas featuring the rich taste and subtle smoke flavor of mezcal from Dos Hombres include the Breaking Rock Rita, Passion Fruit Mezcal Rita, and the Classic Mezcal Rita. (Photo: Business Wire)

Dos Hombres Mezcal is an award-winning, ultra-premium mezcal made from the finest Espadín agave, hand-selected from the hillsides of a small village in Oaxaca, Mexico and crafted using traditional methods. It offers a smooth, rich flavor with a discreet smoky finish that adds a fresh, delicious twist to any cocktail. Applebee's three new margaritas featuring Dos Hombres Mezcal include:

- 1. NEW Breaking Rock Rita:** Paying homage to one of television's greatest duos, Aaron Paul and Bryan Cranston's Dos Hombres Mezcal is shaken up with Dwayne "The Rock" Johnson's ultra-premium Teremana Blanco Tequila, blue curacao, lime, and a sky-blue sugar rim.
- 2. NEW Passion Fruit Mezcal Rita:** Sweet with a kiss of smoke, the Passion Fruit Mezcal Rita features passion fruit, Dos Hombres Mezcal, Teremana Blanco Tequila, triple sec, lime, and a gummi lip garnish.
- 3. NEW Classic Mezcal Rita:** Made for the traditional margarita drinker looking to kick things up a notch, the Classic Mezcal Rita features Applebee's signature margarita mix with a hint of smooth smoke from Dos Hombres Mezcal, Teremana Blanco Tequila, triple sec, and lime.

"We are thrilled to launch mezcal cocktails at Applebee's for the first time," said Patrick Kirk, vice president of Beverage Innovation at Applebee's. "From Albany to Albuquerque, we look forward to introducing guests across the country (and Canada) to the great flavor of mezcal. But hurry in, because these smokey sips are only here for a limited time!"

"Dos Hombres was born out of a genuine love and appreciation for mezcal, and a deep friendship that began while working on set together," said Dos Hombres co-founder, Aaron Paul. "We set out to create an approachable, premium mezcal that is best enjoyed with friends and family."

"Mezcal is one of the fastest growing spirits in the United States, and our goal is for Dos Hombres to be the number one mezcal," said Dos Hombres co-founder, Bryan Cranston. "We genuinely loved working together to make this spirit the best it can be."

To find your local restaurant to dine-in, visit [Applebees.com/restaurants](https://applebees.com/restaurants). To order Applebee's To Go or Delivery, visit [Applebees.com](https://applebees.com) or the Applebee's mobile app ([iOS](#), [Google](#)). For even more exclusive deals and specials, [guests can sign up](#) to be a part of the neighborhood. Join Club Applebee's and receive a welcome offer!

\*Must be 21+. Void where prohibited. Tax & gratuity excluded. Available for dine-in only except where carry-out alcohol is permitted by law. Participation may vary. While supplies last.

### **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 operations consisted of 1,654 Applebee's restaurants in the United States, two U.S. territories and 11 countries outside the United States as of September 30, 2023. This number does not include two domestic Applebee's ghost kitchens (small kitchens with no store-front presence, used to fill off-premise orders) and 12 Applebee's international ghost kitchens. 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 Dos Hombres**

Dos Hombres is the product of multiple generations of proud Mezcal producers. Mezcal maestro and partner, Gregorio Velasco's ancestors can be traced back to San Luis del Rio's origins and foundation, as one of the pioneers of Mezcal production using mud jugs. Dos Hombres is a unique blend of the finest Espadin agave, hand-selected from the hillsides of a small village in Oaxaca, Mexico. The mezcal presents an appealing fragrance and a rich taste that engages the palate, ensuring the distinctive smoothness of our brand. Smoky and smooth, the Dos Hombres mezcal pairs well with any season and every possible cocktail combination. For more information visit [www.doshombres.com](http://www.doshombres.com).

### **Follow us:**

Instagram: @applebees

Twitter: @applebees

Facebook: [www.facebook.com/applebees](http://www.facebook.com/applebees)

Instagram: @doshombres

Facebook: @doshombres

BR-APPB

View source version on [businesswire.com](https://www.businesswire.com/news/home/20240108660732/en/): <https://www.businesswire.com/news/home/20240108660732/en/>

**For Applebee's media inquiries**, email us at [media@applebees.com](mailto:media@applebees.com)

**For Dos Hombres media inquiries**, email us at [doshombres@klgpr.com](mailto:doshombres@klgpr.com)

Source: Applebee's