



Applebee's Launches Exclusive Date Night Pass for One Year of Dates

January 17, 2024

Guests can make Applebee's their go-to date night destination 52 times from 2/1/24 – 1/31/25 – perfect for weekly date nights!

PASADENA, Calif.--(BUSINESS WIRE)--Jan. 17, 2024-- Just in time for Valentine's Day, Applebee's is helping daters find love – and value – with the NEW [Applebee's Date Night Pass](#). For the first time ever, and for only \$200, guests lucky enough to snag one of these unbeatable Date Night Passes will receive 52 date nights, redeemable beginning February 1, 2024, through January 31, 2025, at participating Applebee's restaurants nationwide.* Available to purchase on January 22 at 9 a.m. PST, these limited-edition passes will provide up to \$30 of food and non-alcoholic beverages during each use. That's more than a \$1,500 value! Talk about romantic.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240117437931/en/>



Applebee's launches exclusive Date Night Pass, available for purchase on January 22 at 9 a.m. PST. (Photo: Business Wire)

With dating costs increasing 40 percent over the last 10 years alone¹, dating has become increasingly expensive throughout the United States. As one of America's premier date night destinations, Applebee's not only helps take away the stress of

planning date night, but makes it easier and more affordable than ever. Now with the new Applebee's Date Night Pass, Applebee's is the perfect choice for a weekly date all year long whether choosing to dine-in or order To Go!

"We take pride in bringing people together over a hot, delicious, and affordable meal," said Joel Yashinsky, Chief Marketing Officer at Applebee's. "At Applebee's, there's always an occasion to celebrate – whether it's a first date, friend date, or anniversary with your someone special. Now with our Date Night Pass, a select number of guests can enjoy an incredible year-long deal for any and all occasion!"

To relish in Date Night savings, guests can simply present their pass to a server when placing an order for dine-in at any participating Applebee's Grill + Bar location in the United States. For those who choose to enjoy time together at home, guests can redeem when placing an order on [Applebees.com](#) or the Applebee's mobile app and entering the 10-character code on the back of the pass in the promo code section on the checkout page.** Voilà – no more awkwardness around who's picking up the tab this time!

To snag an exclusive pass while supplies last on January 22 and for more information, guests can head to [Applebees.com/DateNightPass](#). And as always, to order Applebee's To Go or for delivery, visit [Applebees.com](#) or the Applebee's mobile app ([iOS](#), [Google](#)).

For even more exclusive deals and specials – and to stay in the loop on the Date Night Pass and more – guests [can sign up to](#) be a part of the neighborhood. Join Applebee's E-Club and receive a welcome offer!

*Valid for Dine-in and To Go at participating Applebee's Grill + Bar® locations in the United States. Present Date Night Pass when placing your order for dine in or use 10-character code for To Go orders at check-out via [Applebees.com](#) or the Applebee's mobile app. Passes can be used up to 52 times, starting on 2/1/24 and ending on 1/31/25. Pass may only be used once every 24 hours to redeem up to \$30 of food and non-alcoholic beverages. No credit will be given for a missed redemption. No rollover if single use is less than \$30. Excludes tax, gratuity, alcohol, retail, gift cards and fees. To Go available only on [Applebees.com](#) or the Applebee's mobile app. Pass not valid through third-party delivery providers.

**Cannot be used with any other offer. Employees of Applebee's or Applebee's franchisees are not eligible to purchase. Limit one purchase per person. Any alterations to this pass will make it non-redeemable. Not a gift card. No cash value. Not refundable. Passes cannot be replaced or replenished if lost, stolen, damaged or used without authorization. Please disable web browser coupon code extensions and plug-ins when using the promotional code for online orders. For complete Terms & Conditions, visit [applebees.com/datenightpass](#). ©2024 Applebee's Restaurants LLC.

¹Source: Motley Fool: <https://www.fool.com/the-ascent/personal-finance/articles/the-cost-of-dating-is-up-40-since-2013-survey-finds/>

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.

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