



Applebee's® Named Official Grill + Bar of the National Football League

April 16, 2024

Multi-year NFL partnership establishes Applebee's as the go-to casual dining destination for gameday eats and postgame celebrations.

Applebee's to offer 20 FREE Boneless Wings with \$40 online purchase during the 2024 NFL Draft

NEW YORK & PASADENA, Calif.--(BUSINESS WIRE)--Apr. 16, 2024-- Applebee's Grill + Bar and the National Football League announced today they have entered into a multi-year partnership agreement designating Applebee's as the Official Grill + Bar of the NFL.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240416939932/en/>



With this new partnership, Applebee's will leverage the entire NFL calendar, beginning with next week's NFL Draft, to engage football fans across the United States, and continue to bring great value and delicious food and drinks to guests on gameday – whether at one of the more than 1,500 Applebee's restaurants nationwide, at home or tailgates with Applebee's To Go.

"Applebee's fans are NFL fans, which is why we are excited to bring America's Favorite Grill + Bar together with America's number one sport in a way that will create a fun and engaging experience for all," said Joel Yashinsky, chief marketing officer at Applebee's Grill + Bar. "We have the best food and drinks to enjoy while watching games, whether dining at our restaurants or enjoying Applebee's To Go at home. From America's Favorite Boneless Wings, Mozzarella Sticks and more to a wide range of bar offerings, there's no better place than Applebee's to enjoy watching football. We can't wait to provide great experiences and NFL opportunities to our fans."

Applebee's Named Official Grill + Bar of the National Football League in multi-year partnership agreement. (Graphic: Business Wire)

"The NFL is excited to welcome Applebee's as our official Grill + Bar partner," said Tracie Rodburg, senior vice president of sponsorship management at the NFL.

"Applebee's shares the league's commitment of providing best-in-class gameday experiences, and we're thrilled to be able to bring our fans together with Applebee's in the months and years ahead."

Applebee's is no stranger to fans of the NFL, having been a sponsor of the pregame show, "Football Night in America" for NBC's "Sunday Night Football" since 2019. Through this formal partnership with the NFL, Applebee's will connect with guests and fans authentically, enhancing their fan experience.

To help the NFL kick off the road to Super Bowl LIX, Applebee's is offering [20 FREE Boneless Wings with a \\$40 online purchase](#) during the 2024 NFL Draft. From Thursday, April 25 through Saturday, April 27 guests can order To Go or delivery directly from [Applebees.com](https://applebees.com) or Applebee's mobile app using code **NFLDRAFT24**.*

Applebee's new partnership with the NFL will be enhanced with national broadcast television and online media investments, as well as a presence at NFL tentpole events.

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 Applebee's E-Club and receive a welcome offer!

**For a limited time at participating locations. Offer valid 4/25/2024 - 4/27/2024 for online orders via the Applebee's website or mobile app only. Minimum order of \$40 excluding alcohol, tax, delivery and service fees, and gratuity. Limit one order of 20 free Boneless Wings per order. Not valid on third-party delivery sites. Delivery coverage varies by restaurant. Restrictions may apply.*

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 1,642 Applebee's restaurants in the United States, two U.S. territories and 11 countries outside the United States as of December 31, 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 10 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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Source: Applebee's