



Applebee's Resurrects DOLLAR ZOMBIE for October Cocktail Special

October 1, 2024

Applebee's \$1 rum cocktail returns after 6-year hiatus; brand to celebrate Halloween all month long with NEW \$10 Boo-zy Buckets and Spooky Sips

PASADENA, Calif.--(BUSINESS WIRE)--Oct. 1, 2024-- Applebee's DOLLAR ZOMBIE™ is back from the grave this October! Full of infectious taste, the [DOLLAR ZOMBIE](#) features a mind-blowing mix of rum, passion fruit, pineapple, cherry, lime, and is garnished with a gummi brain – all for only \$1. But that's not all – Applebee's is celebrating Halloween all month long with NEW \$10 Boo-zy Buckets and [NEW Spooky Sips™](#) made with premium spirits!*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241001492458/en/>



Applebee's DOLLAR ZOMBIE™ is back from the grave this October! (Photo: Business Wire)

Packed with monstrous flavor, the NEW \$10 Franken-Mama Bucket is a delicious blue Bahama Mama featuring Bacardí Superior Rum, mixed with Applebee's signature blue tropical mix, and comes

alive with a gummi brain garnish. Guests can sink their teeth into the NEW \$10 Dracula's Juice Bucket, a mouthwatering creation made with Patron Silver Tequila and Ole Smoky Blackberry Moonshine with triple sec, strawberry, and lemon. Applebee's Boo-zy Buckets are made with premium spirits and served in a 32 oz. bucket.

Scary good, Applebee's Spooky Sips include the NEW \$5 Boo Lagoon, a wickedly delicious concoction made with Bacardí Superior Rum, Malibu Coconut Rum, blue curaçao, pineapple juice, served in Applebee's signature Mucho glass. Guests can also enjoy a \$6 Modelo Especial draft beer served in Applebee's signature Brewtus glass.

"The DOLLAR ZOMBIE is back this October! Applebee's chilling \$1 rum cocktail will have guests dying for a taste and thirsting for more," said Nathan Grover, Executive Director, Bar & Beverage at Applebee's. "Our lineup of Halloween cocktails this year is packed with flavor and variety – from the DOLLAR ZOMBIE, to our new \$10 Boo-zy Buckets and Spooky Sips – guests can get into the Halloween spirit all month long!"

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. Dine-in only. Participation may vary. While supplies last. © 2024 Applebee's Restaurant LLC.

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 1,625 Applebee's restaurants in the United States, two U.S. territories and 12 countries outside the United States as of June 30, 2024. This number does not include one domestic Applebee's ghost kitchen (small kitchens with no store-front presence, used to fill off-premise orders) and eight 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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