



Applebee's® Date Night Pass™ Returns for Only \$100

February 4, 2025

3,000 Date Night Passes will be available for purchase via random drawing for Club Applebee's members on Valentine's Day; Pass to include \$50 discount on food and non-alcoholic beverages once a month for a year

Plus, one lucky person could win* the ultimate Applebee's Date Night for two by entering social media sweepstakes.

PASADENA, Calif.--(BUSINESS WIRE)--Feb. 4, 2025-- For the second year, Applebee's is celebrating date night with the exclusive Applebee's® [Date Night Pass](#)™. This year, 3,000 passes will be available for purchase at \$100 through a random drawing, exclusively for Club Applebee's members. Guests randomly selected to purchase a pass can enjoy up to \$50 of food and non-alcoholic beverages once a month for dine-in or To Go.**

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250204136731/en/>



Applebee's Date Night Pass™ returns! Exclusively available for Club Applebee's members, 3,000 members will have a chance to be randomly selected to purchase an Applebee's Date Night Pass™ for \$100 through a random drawing. (Photo: Business Wire)

receive an email notifying them that they've been randomly selected to purchase their very own Applebee's Date Night Pass for only \$100. Passes will be redeemable for 12 visits between March 1, 2025, and February 28, 2026 – that's \$500 in savings and one date night a month for a whole year at Applebee's! Not a Club Applebee's member? [Sign up here](#).

"We don't just make meals for our guests, we make memories. From first dates to birthdays, anniversaries, and everything in between, there's always an occasion to celebrate at Applebee's," said Joel Yashinsky, chief marketing officer at Applebee's. "Our exclusive Date Night Pass is the perfect way to keep the celebrations going every month over the course of the year with an incredible value! Whether it's a night out with friends, or a cozy meal with a loved one, we've got date night covered."

To give guests even more to celebrate, Applebee's is launching the Applebee's Date Night Challenge for one year, starting March 1, 2025. Applebee's invites all lovers and friends to share how they celebrate date night at Applebee's* on [Instagram](#) or [X](#) using #ApplebeesDateNight #Sweepstakes. Twelve monthly winners will be randomly selected to receive a \$100 gift card for their next Applebee's date night, and one lucky winner will receive a trip for two to celebrate the ultimate date night at any Applebee's in the continental United States. The grand prize includes travel to their date night location (flights and hotel), a limo service to and from dinner, and a new date night outfit for two, compliments of Applebee's. Cha-ching! *NO PURCHASE NECESSARY. Open to legal residents of the 48 contiguous U.S (D.C.), 18 years and older. Void in Alaska, Hawaii, and where prohibited. See [Official Rules](#) for mail-in entry method, prize details & odds disclosure, available on March 1, 2025.

For more information, head to [ApplebeesDateNightPass.com](#). For To Go or delivery, visit [Applebees.com](#) or the Applebee's mobile app ([iOS](#), [Google](#)).

[Sign up for Club Applebee's](#) to register for your chance to purchase a Date Night Pass and receive even more exclusive deals and specials, including a welcome offer!

***Valid for Dine-in and To Go at participating Applebee's Grill + Bar® locations in the United States. Excludes Puerto Rico and U.S. Territories. 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 12 times, starting on 3/1/25 and ending on 2/28/26. Pass may only be used once every 30 days to redeem up to \$50 of food and non-alcoholic beverages. No credit will be given for a missed redemption. No rollover if single use is less than \$50. 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 household. Not for resale. Non-transferable. 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. Applebee's reserves the right to revoke any Date Night Pass and refund a Date Night Pass purchase if it makes a determination, in its sole discretion, that there has been fraud, ineligible entries or a violation of the Official Rules or these Terms and Conditions. Please disable web browser coupon code extensions and plug-ins when using the promotional code for online orders.*

For additional information visit [ApplebeesDateNightPass.com](#). ©2025 Applebee's Restaurants 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 1,618 Applebee's restaurants in the United States, two U.S. territories and 14 countries outside the United States as of September 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 seven 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.

Follow us:

Instagram: @applebees

Twitter: @applebees

Facebook: www.facebook.com/applebees

BR-APPB

View source version on [businesswire.com](https://www.businesswire.com/news/home/20250204136731/en/): <https://www.businesswire.com/news/home/20250204136731/en/>

For media inquiries, email us at media@applebees.com.

Source: Applebee's