




Applebee's Resurrects Fan-Favorite Spooky Sips for Halloween Season

October 6, 2025

Applebee's Spooky Sips Get a Magical Makeover with NEW Color-Changing 'Vibe Drops' — Frightfully Fun Flavors Starting at Just \$6

PASADENA, Calif.--(BUSINESS WIRE)--Oct. 6, 2025-- The fall season is officially brewing, and Applebee's is conjuring up the Halloween spirit with the return of fan-favorite **Spooky Sips**, available for just \$6 each!* Beginning today, these bone-chilling beverages deliver seasonal thrills with the NEW over-the-top \$2 **Vibe Drops** that offer guests a bewitching, color-changing twist.** These playful potions will take guests' fall festivities to the next level!

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251006927940/en/>

 Sure to have guests howling with delight, the **NEW Tippy Zombie** features a deliciously undead mix of Bacardi Superior Rum, passion fruit, pineapple, cherry, and lime, topped with a gummi brain. Plus, add the \$2 Melon Liqueur Vibe Drop for a spooktacular flavor boost and watch this Mucho cocktail change from a cool blue to a supernatural green!

Guests can also sink their teeth into Applebee's frightfully delicious **NEW Dracula's Juice**, a tantalizing blend of Bacardi Superior Rum and Patrón Silver Tequila, shaken with strawberry and premium lemon sour. Plus, add the \$2 Blue Curaçao Vibe Drop to give this fang-tastic drink a color and flavor transformation.

"Spooky Sips has become a can't-miss event at Applebee's," said Nathan Grover, Executive Director, Bar & Beverage at Applebee's. "This year's limited-time lineup is more than cocktails - they're an experience with our new Vibe Drops. So, grab your friends and get into the Halloween 'spirit' - or trick-or-treat yourself - with one of these scary good cocktails!"

For beer lovers and non-alcoholic drinkers alike, Applebee's seasonal sips offer something for everyone. Try the **NEW Dirty Fountain Sodas** — a whimsical twist on a classic, now available in a variety of enchanting flavors like Passion Blue Dew, Cherry Charmed Pepsi, and Mango Dream Dew, each swirled with creamy goodness and topped with whipped cream and a cherry. Or, raise a glass of crisp, refreshing Modelo Especial, served cold in Applebee's signature **Brewtus** glass — the go-to beer for spooky season.

Available for a limited time, guests should hurry in to experience the spell these seasonal specials cast before they vanish!

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, except where carryout alcohol is permitted by law. Participation may vary. While supplies last.

** Must be 21+. Void where prohibited. Tax & gratuity excluded. Dine-in only. Participation may vary.

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 and its franchise operations together consisted of 1,514 Applebee's restaurants in the United States, two U.S. territories and 15 countries outside the United States as of June 29, 2025. This number does not include 59 company-owned Applebee's restaurants, 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

TikTok: @applebees

X: @applebees

Facebook: www.facebook.com/applebees

BR-APPB

View source version on [businesswire.com](https://www.businesswire.com/news/home/20251006927940/en/): <https://www.businesswire.com/news/home/20251006927940/en/>

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

Source: Applebee's