



Melt Into the New Year with Applebee's NEW O-M-Cheese Burger for \$11.99

January 5, 2026

Served sizzlin' over queso and melted cheese with fries; Also available on Applebee's signature 2 for \$25 Menu

PASADENA, Calif.--(BUSINESS WIRE)--Jan. 5, 2026-- Calling all cheese lovers! Applebee's sizzlin' start to the New Year just got cheesier with the NEW [O-M-Cheese Burger](#), a delicious burger served over queso and melted cheese in a sizzlin' skillet for \$11.99.* Plus, for a limited time, guests can melt into the moment with the NEW O-M-Cheese Burger and the Fiesta Lime Chicken paired with an appetizer or two side salads as part of Applebee's signature 2 for \$25 Menu.**

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260105438349/en/>



Served in a sizzling skillet of molten queso and a blend of Cheddar cheeses, Applebee's NEW O-M-Cheese Burger features a juicy, all-beef burger topped with American cheese, Applewood-smoked

bacon, spicy honey mustard, and served with classic fries.

"It doesn't get any cheesier than Applebee's new O-M-Cheese Burger," said Michelle Chin, Applebee's chief marketing officer. "Packed with flavor and (nearly) overflowing with sizzling melted cheese, there's no burger experience like it! Whether pulling, pushing, or dipping, you'll be sure to get your cheese fix with our new ooey-gooney O-M-Cheese Burger!"

Additional limited-time entrees on the 2 for \$25 menu include Applebee's fan-favorite Fiesta Lime Chicken and Oriental Chicken Salad. Guests can enjoy their choice of two entrees with one of Applebee's popular appetizers, such as Boneless Wings, Crunchy Onion Rings or Mozzarella Sticks, or two side salads for dine-in, To Go or delivery.

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!

*Limited time. Price and participation may vary. Tax and gratuity excluded.

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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 1,512 Applebee's restaurants in the United States, two U.S. territories and 16 countries outside the United States as of September 28, 2025. This number does not include 59 company-owned Applebee's restaurants. 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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