



Applebee's Date Night Pass® Is Back

January 28, 2026

Third time's the charm for an unbeatable deal: Club Applebee's members can enter for a chance to be randomly selected to purchase a \$100 Date Night Pass® valued at \$600; 3,000 passes will be made available

Applebee's Date Night Pass® offers \$50 in food and non-alcoholic beverages for 12 unforgettable date nights

PASADENA, Calif.--(BUSINESS WIRE)--Jan. 28, 2026-- It's a date! Applebee's is bringing back its fan-favorite [Date Night Pass®](#) for the third year in a row to keep date night going all year long. This year, 3,000 randomly selected Club Applebee's members will be given the chance to purchase a Date Night Pass® for just \$100, unlocking a \$600 value through a discount of up to \$50 on food and non-alcoholic beverages per visit, for 12 unforgettable date nights – whether dining in or ordering To Go.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260128149209/en/>



Perfectly crafted for moments with partners, friends, or family, Applebee's Date Night Pass® delivers incredible value

– \$600 in delicious meals for just \$100, making it one of the best deals in dining! Whether dining in or ordering To Go, Date Night Pass® holders can indulge in their favorite Applebee's dishes – like the NEW O-M-Cheese Burger - while celebrating life's moments and saving big.

"Our Applebee's Date Night Pass® has quickly become a fan-favorite tradition, giving Club Applebee's members 12 date nights a year to enjoy quality time with loved ones over their favorite dishes – for an incredible deal of only \$100!" said Michelle Chin, chief marketing officer at Applebee's. "Whether enjoying a romantic evening, a fun night out with friends, or celebrating life's big moments, Applebee's is *the place to be* for making memories."

To enter the drawing to purchase an Applebee's Date Night Pass®, guests must be members of Club Applebee's, an Applebee's exclusive, free loyalty program. Not a Club Applebee's member yet? Don't miss out! [Sign up here](#).

Plus, to ramp up the fun online and celebrate date night stories, Applebee's is partnering with @MeetCutesNYC ([Instagram](#) and [TikTok](#)) to share the love online. Whether it's a special love story, or appreciation for your besties – Applebee's wants to celebrate date night stories all year on X, TikTok, and Instagram.

Eligible participants can register for a chance to purchase via Applebee's website beginning January 28, 2026, through February 4, 2026, at 11:59 p.m. EST. Then, on February 9, 3,000 randomly selected Club Applebee's members will receive an email confirming their eligibility to purchase an Applebee's Date Night Pass®. Once secured, Applebee's Date Night Pass® holders can redeem their benefits for 12 separate dining experiences between March 2, 2026, through February 28, 2027.

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

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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