Tacos, Tequila, and Outlaw Swagger: Fuzzy’s Taco Shop Goes Wild West with One-of-a-Kind Pantalones Party Pants Margarita

February 5, 2026

Guests can saddle up with two unique Pantalones margaritas, bold new menu items, and a one-of-a-kind souvenir pants cup

IRVING, Texas--(BUSINESS WIRE)--Feb. 5, 2026-- Fuzzy's Taco Shop , the restaurant brand known for serving up delicious tacos, innovative drinks and good vibes, is bringing full outlaw energy to its bold new Wild West-inspired menu—and pants are optional. In collaboration with Matthew and Camila McConaughey's award-winning Pantalones Organic Tequila, Fuzzy’s is introducing a one-of-a-kind lineup of margaritas* that are dangerously easy to love and built to set pants (or chaps) on fire.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260202058685/en/

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Crafted for ordering another round *and* canceling whatever plans come next, the house rule is simple: margaritas made with Pantalones come first, including one that shows up wearing the pants, so guests don’t have to:

- **Party Pants Margarita ($14.50):** Pick your pair. A two-flavor flight of mango, strawberry, or lime margaritas made with Pantalones Organic Silver Tequila, served side-by-side in our signature pants cup. Make it spicy if you’re feelin’ bold.
- **Pants on Fire Margarita ($13):** Sweet strawberry meets jalapeño heat, shaken for a smooth sip and a fiery finish that sticks around long after the glass is empty.

And Fuzzy’s new menu doesn’t mess around. Born in the Wild West and raised on fire and smoke, it’s stacked with bold ingredients and frontier-style flavors and is as unapologetically unfussy as the cocktails:

- **Texas Brisket Taco ($4.59)**:** Slow-cooked brisket riding a beer-battered poblano in a flour tortilla, topped with melted cheese, cilantro-lime crema, chipotle aioli, pickled red onion, and cilantro.
- **Sonora Relleno Taco ($3.99):** Beer-battered poblanos tucked into a flour tortilla with melted cheese, cilantro-lime crema, chipotle aioli, house-made guacamole, pickled red onion, and cilantro.
- **Head Honcho Nachos ($11):** Warm tortilla chips layered with seasoned ground beef, refried beans, Queso Dorado, shredded cheese, pickled jalapeños, and pico, finished with cilantro-lime crema, and house-made guacamole.

“We don’t take ourselves too seriously at Fuzzy’s, except when it comes to the quality of our food and drinks,” said Chef Daniel Camp, Director of Culinary for Fuzzy’s Taco Shop. “Our new menu builds on our Texas roots with handcrafted dishes and margaritas that bring the cowboy spirit to life.”

And because outlaws never rest, **National Margarita Day**, Sunday, February 22, brings **$4 House Margaritas and $4 Sangria ’Rita Swirls** for guests who are ready to raise a little ruckus. Anyone who’d rather crack a cold one can enjoy $4 Coors Light drafts throughout the campaign.

Fuzzy’s is the go-to hangout spot for major value and full-on flavor, perfect for everything from group meetups to post-work margaritas. To check out the full menu and find a Fuzzy’s Taco Shop near you, visit www.fuzzystacoshop.com.

**Must be 21+. Please drink responsibly.*

***Prices are set directly by franchisees and may vary by restaurant.*

About Fuzzy’s Taco Shop

Founded in 2003 in Fort Worth, Texas, Fuzzy’s Taco Shop® is a fast-casual plus restaurant known for fresh flavors and good vibes that take the bite out of life. Offering flavorful tacos, famous margaritas, and fun times, it's all fuzzy here. As of September 30, 2025, Fuzzy's operates 109 restaurants across 15 states, including one company-owned location in Texas. Fuzzy’s Taco Shop is franchised by affiliates of Pasadena, Calif.-based Dine Brands Global, Inc. (NYSE: DIN). To find your local Fuzzy’s Taco Shop, visit Fuzzystacoshop.com/locations. For franchising information, visit Franchise.fuzzystacoshop.com.

About Dine Brands Global, Inc.

Based in Pasadena, California, Dine Brands Global, Inc. (NYSE: DIN), through its subsidiaries and franchisees, supports and operates restaurants under the Applebee's Neighborhood Grill + Bar®, IHOP®, and Fuzzy’s Taco Shop® brands. As of September 30, 2025, these three brands consisted of close to 3,500 restaurants across 20 international markets. Dine Brands is one of the largest full-service restaurant companies in the world and in 2022 expanded into the Fast Casual segment. For more information on Dine Brands, visit the Company’s website located at www.dinebrands.com.

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