



## Applebee's DOLLARITA® Returns This July

June 22, 2026

*Applebee's iconic \$1 margarita makes long-awaited comeback – just in time to toast to America's 250<sup>th</sup>*

PASADENA, Calif.--(BUSINESS WIRE)--Jun. 22, 2026-- America, get ready to raise a glass. Applebee's is bringing back the cocktail that broke the internet and redefined value: the legendary **DOLLARITA®**. For the entire month of July, guests 21+ can sip on Applebee's signature \$1 margarita – made with tequila, triple sec, and lime – available nationwide for dine-in.\*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260622043923/en/>



"An American original, the DOLLARITA has become a true cultural icon," said Michelle Chin, chief marketing officer at Applebee's.

"This July, we're bringing it back – by overwhelming demand – for just \$1, giving guests 21+ the perfect way to celebrate summer with unbeatable value at Applebee's."

To find your local restaurant to dine in, visit [Applebees.com](https://applebees.com). 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. Participation may vary. While supplies last.

### 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 1,498 Applebee's restaurants globally as of March 29, 2026. This number does not include 71 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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For media inquiries, email us at [media@applebees.com](mailto:media@applebees.com)

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