



Fuzzy's Taco Shop Serves Up an Endless Summer with a New Beach Club Menu & Exclusive Offerings

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The brand's all-new Malibu Daydream cocktail, Baja Fish and Cali-Style Steak tacos, Summer Fridays perks and a limited-time offer for National Avocado Day are giving summer its groove back

IRVING, Texas--(BUSINESS WIRE)--Jul. 7, 2026-- [Fuzzy's Taco Shop](#), the restaurant brand known for serving up delicious tacos, innovative drinks and good vibes, is introducing Fuzzy's Beach Club, a summer-long event packed with limited-time menu items, Fuzzy's Rewards offers and throwback events and experiences. Available through August 30, the Fuzzy's Beach Club menu is built around the fresh flavors and nostalgic California coastal vibes that made the sun-soaked summer days of yesterday memorable: delicious food, cold drinks and good company, no plane ticket or beach pass required.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260707323606/en/>



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The Fuzzy's Beach Club menu brings together the greatest hits of summer nostalgia, where beach-town staples, boardwalk favorites and Fuzzy's-style twists show up everywhere from beer-battered fish and loaded fries to a

cocktail built for savoring every sip of summer:

- **Cali-Style Steak Taco (\$5.35):** Grilled steak and crispy seasoned fries piled onto a flour tortilla with house-made guacamole, pico, diced pickled jalapeños and chipotle aioli.
- **Baja Fish Taco (\$4.55):** Fuzzy's signature fish taco, now featuring a Pacifico beer-battered fish served on a soft corn tortilla with shredded cabbage, cilantro-lime crema, pickled onions, signature Fuzzy Dust, cilantro and a fresh lime wedge.
- **Brisket Queso Fries (\$12.00):** Signature Fuzzy's Dust-seasoned French fries topped with shredded cheese, Queso Dorado, pico, diced pickled jalapeños, cilantro-lime crema, chipotle aioli and beef brisket; served with ranch.
- **Churritos (\$4.25):** Decadent cream-filled churro bites dusted with cinnamon sugar.
- **Malibu Daydream (\$8.00):** A tropical blend of 1800 Silver Tequila, Deep Eddy Vodka, Malibu rum and fruit-forward flavors, served with the option to dunk it with a Pineapple High Noon for an extra splash of summer.*

For guests that want to keep things classic, a \$5 **Pacifico draft beer** rounds out the lineup and pairs naturally with every item on the Beach Club menu.

"When we started building this menu, we wanted to take some of the iconic foods and flavors people associate with summer and reinvent them in a way that felt unmistakably Fuzzy's," said Chef Daniel Camp, Director of Culinary for Fuzzy's Taco Shop. "That meant reimagining a few favorites along the way, such as adding fries to tacos, piling brisket onto queso fries and taking dishes that people already love and turning them into something truly unexpected."

And because Fuzzy's Beach Club isn't just about what's on the menu, guests will also find plenty of ways to get in on the fun throughout the summer, including retro-inspired merch, interactive experiences and exclusive Fuzzy's Rewards offers:

- Nothing says '90s beach vacation quite like an airbrushed T-shirt. That's why, on Tuesday, July 21, from 4:00–7:00 p.m., Fuzzy's locations in Bricktown, Oklahoma; Flower Mound, Texas; and Windsor, Colorado, are bringing the boardwalk to guests with **live airbrush artists** creating custom vintage-style tees.
- The boardwalk fun doesn't stop there. Visit fuzzystacoshop.com/beachclub to play **Fuzzy's Boardwalk Dash**, a retro-style arcade game that brings classic summer nostalgia to the screen. Share a screenshot of your high score and tag Fuzzy's on social media for a free Original Taco*** and a chance to win a \$100 gift card!
- **Summer Fridays** keeps the perks coming through August 28, with Rewards members unlocking rotating offers each week, including a free burrito or burrito bowl after seven qualifying visits and an exclusive Summer Fridays t-shirt after 10 visits.**
- And because no one has or ever will complain about free guacamole, Fuzzy's is teaming up with Avocados From Mexico® to celebrate **National Avocado Day** on July 31. Guests can score free chips and guac through the Fuzzy's app using code AVODAY for both in-restaurant and to-go orders.****

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.

***Valid on purchases made on Fridays Only between June 5 - August 28, 2026, when guests scan or order using their Fuzzy's Rewards account. Only one visit per Friday qualifies toward Summer Friday progress. Reward will be randomly assigned to Rewards account after completed purchase of minimum \$5 every Summer Friday. Must be signed into your Rewards account to earn points and surprise Reward. Only one order completed on Friday per week will earn a surprise reward.*

****Valid for one (1) Fuzzy's Original Taco. Expires on 12/31/2026. Not valid on Limited Time Offerings or Fuzzy's Famous Tacos. No cash value. Not redeemable with any other offers. Must be signed in to your rewards account to redeem. One reward redemption per account.*

*****Valid only through the Fuzzy's app. Participation may vary by location.*

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 March 29, 2026, Fuzzy's operates 102 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](https://fuzzystacoshop.com/locations). For franchising information, visit [Franchise.fuzzystacoshop.com](https://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 March 29, 2026, these three brands comprised nearly 3,500 global restaurants. 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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