Applebee's Brings a Frosty Twist to the Holidays with New Cooolio with Don Julio Margaritas

November 16, 2026

The NEW Cooolio with Don Julio margaritas deliver seasonal cheer and a splash of whimsy with collectible snowman cups, alongside returning Sleigh Bell Sips cocktails and mocktail

- Applebee's new **Cooolio With Don Julio** margaritas – MeltDon Margarita and Happy Julio Margarita – bring a frosty twist to the holidays, served in a collectible, upside-down snowman cup.
- Priced at $14 each, the new Cooolio With Don Julio Margaritas arrive **November 16 for a limited time, while supplies last,** at participating Applebee's locations.*
- Applebee's returning **Sleigh Bell Sips** lineup features the new Carol Crasher L.I.T. ($6), Red Nose 'Rita Mocktail ($4) and Brewtus Winter White Ale draft beer.

PASADENA, Calif.--(BUSINESS WIRE)--Nov. 16, 2026-- Applebee's® is the place to celebrate the holiday season with the launch of NEW Cooolio with Don Julio Margaritas, a festive, flavor-packed escape arriving Nov. 16 for a limited time. The premium margaritas are served in a playful, upside-down snowman collectible cup with an Applebee's-branded snowflake stir stick, making every sip a little more special. Applebee's seasonal beverage lineup also includes the return of fan-favorite Sleigh Bell Sips cocktails and mocktail, offering something for everyone to enjoy.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261116629272/en/

Cooolio with Don Julio Margaritas

Guests can sip into snowman season with two new flavor-packed margaritas, each served in a collectible snowman cup, available for $14 at participating locations for a limited time:

- **MeltDon Margarita:** Don Julio Reposado Tequila, Smirnoff Vodka, blue curaçao, passion fruit, pineapple, cherry and lime.
- **Happy Julio Margarita:** Don Julio Reposado Tequila, Captain Morgan Spiced Rum, triple sec, cranberry, pomegranate, cherry and lime.

"Applebee's is all about holiday fun, festive flavor, and an unbeatable value with our new Cooolio with Don Julio Margaritas," said Nathan Grover, executive director of bar & beverage at Applebee's. "Our guests had a blast this summer with our Poolio with Don Julio margaritas, and now we're kicking off the official start of 'snowman season' with two premium Don Julio margaritas, served in a one-of-a-kind, collectible snowman cup. Hurry in before they melt away!"

Applebee's is also bringing back its Sleigh Bell Sips, with a new cocktail, mocktail and seasonal ale joining the holiday beverage lineup:

- **Carol Crasher L.I.T.** ($6 Mucho): Made with Still G.I.N. By DRE & SNOOP, Bacardi Superior Rum, Smirnoff Vodka, melon liqueur and premium lemon sour, topped with lemon-lime soda, served in Applebee's signature Mucho glass.
- **Red Nose 'Rita Mocktail** ($4): A new non-alcoholic holiday mocktail shaken up with Ocean Spray® Cranberry, lime, pomegranate and cherry.
- **Samuel Adams Winter White Ale Brewtus draft**: A limited-time festive ale balancing bright orange peel with holiday spices like cinnamon and nutmeg.

"From the MeltDon Margarita and Happy Julio Margarita to our returning Sleigh Bell Sips, including the new Red Nose 'Rita Mocktail, Applebee's has a festive drink for every holiday gathering," said Grover.

In addition to the new seasonal beverages, guests can enjoy Applebee's warm and indulgent NEW Sizzlin' Skillets for a limited time, including the NEW Cheesy Chicken Skillet, NEW Chicken & Shrimp Scampi Skillet and Garlic Sirloin Skillet, all served sizzling with garlic mashed potatoes and seasoned broccoli, starting at just $12.99.**

To find your local restaurant to dine in, visit Applebees.com/restaurants. To order Applebee's To Go or delivery, visit Applebees.com or the Applebee's mobile app (iOS, Google).

For even more exclusive deals and specials, guests can sign up to join Club Applebee's to become part of the neighborhood and receive a welcome offer.

*Must be 21+. Void where prohibited. Tax & gratuity excluded. Dine-in only, except where carry-out alcohol is permitted by law. Participation may vary. While supplies last.

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

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 1,550 Applebee's restaurants globally as of September 27, 2026. This number does not include 118 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.

Follow us:
Instagram: @applebees
TikTok: @applebees
X: @applebees
Facebook: www.facebook.com/applebees

BR-APPB

View source version on businesswire.com: https://www.businesswire.com/news/home/20261116629272/en/

For media inquiries, email us at media@applebees.com

Source: Applebee's