



Applebee's DOLLARITA® Returns This May

May 1, 2024

Applebee's margarita mania continues with its classic \$1 margarita and NEW flavors; Cerveza & Sips return with \$5 Rock & Berry Rita and \$9 Breaking Rock Rita

Plus, enjoy NEW Chicken & Bacon Loaded Fries, available for limited time

PASADENA, Calif.--(BUSINESS WIRE)--May 1, 2024-- Applebee's DOLLARITA® is back by popular demand! Beginning today, guests can enjoy Applebee's famous [\\$1 margarita](#), all month long when dining in restaurant. Now available in tasty flavors for an extra 50 cents, guests can enjoy the classic DOLLARITA® made with tequila, triple sec, and lime for just \$1, or take the DOLLARITA® to the next level with fan-favorite flavors like strawberry or mango.*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240501319465/en/>



Applebee's \$1 margarita, the DOLLARITA®, and Cerveza & Sips returns this May! (Photo: Business Wire)

But that's not all. Applebee's [Cerveza & Sips](#) are back, featuring two star-studded margaritas and a cold \$5 Dos Equis Brewtus® draft beer. Cheers with the \$5 Rock & Berry Rita, a strawberry margarita with big-time flavor featuring Dwayne "The

Rock" Johnson's ultra-premium Teremana Blanco Tequila served in Applebee's signature Mucho glass. Or mix it up with mezcal and enjoy the \$9 Breaking Rock Rita, a slightly smoky margarita featuring Aaron Paul and Bryan Cranston's Dos Hombres Mezcal and Teremana Tequila with blue curacao, lime, and a rock candy garnish, poured tableside and served with a chilled shaker tin.

"We're bringing back everyone's favorite \$1 margarita just in time for Cinco de Mayo," said Nathan Grover, Executive Director, Bar & Beverage at Applebee's. "Whether toasting with our classic DOLLARITA or sipping on our premium spirited Rock & Berry Rita or Breaking Rock Rita, Applebee's has all your margarita bases covered. Grab your friends, order some drinks and appetizers – like our NEW Chicken & Bacon Loaded Fries – and sip your way to summer!"

Applebee's **NEW Chicken & Bacon Loaded Fries** are a savory snack perfect with any pairing! Available for a limited time, these fully loaded fries are tossed with crispy chicken tenders, melted Cheddar cheeses, Applewood-smoked bacon, house-made ranch and parsley, and served with a side of house-made buttermilk ranch dressing.

For those who prefer to cheers from home, guests can enjoy Cerveza & Sips To-Go at participating locations.**

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

For even more exclusive deals and specials, [guests can sign up](#) to be a part of the neighborhood. Join Applebee's E-Club and receive a welcome offer!

* Must be 21+. Void where prohibited. Tax & gratuity excluded. Dine-in only. Participation may vary. While supplies last.

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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 franchise operations consisted of 1,642 Applebee's restaurants in the United States, two U.S. territories and 11 countries outside the United States as of December 31, 2023. This number does not include two domestic Applebee's ghost kitchens (small kitchens with no store-front presence, used to fill off-premise orders) and 10 Applebee's international ghost kitchens. 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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