



More Cheese, Please. Applebee's Launches New O-M-Cheese-adilla Burger

August 31, 2026

Applebee's adds viral O-M-Cheese twist to fan-favorite Quesadilla Burger, introduces new O-M-Cheese Chicken Nachos Appetizer and Spooky Sips premium Halloween cocktails and mocktails, available for a limited time

- **Applebee's dine-in menu** is expanding for a limited time with the new **O-M-Cheese-adilla Burger**, Applebee's fan-favorite Quesadilla Burger with bacon and Pepper Jack cheese, now served sizzling in a skillet of molten queso and melted Cheddar cheeses, with white corn tortilla chips topped with queso, house-made pico and cilantro
- Guests can enjoy this craveable entree on the **2 for \$25 menu**, which pairs a select appetizer with two select entrees for \$25.
- Applebee's appetizer menu is also expanding with the new **O-M-Cheese Chicken Nachos**.
- **New Spooky Sips** serve thrills and chills with \$6 Halloween cocktails, a \$4 mocktail, and Dirty Fountain Soda with OREO® cookie crumbles.

PASADENA, Calif.--(BUSINESS WIRE)--Aug. 31, 2026--

Applebee's® is turning up the cheese with the launch of the new **O-M-Cheese-adilla Burger**, the latest addition to its viral O-M-Cheese lineup. The over-the-top mashup transforms Applebee's fan-favorite Quesadilla Burger with bacon and Pepper Jack cheese into a cheese-loaded experience served sizzling in a skillet of molten queso and melted Cheddar cheeses. Available for a limited time, guests can enjoy the new [O-M-Cheese-adilla Burger](#) as part of Applebee's popular 2 for \$25 menu, which includes one select appetizer and two select entrées for only \$25.* Plus, Applebee's is bringing more cheesy goodness to the menu with the new O-M-Cheese Chicken Nachos appetizer, alongside new [Spooky Sips](#) Halloween \$6 cocktails and mocktails for a limited time.**

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260831241498/en/>



NEW O-M-Cheese-adilla Burger

chief marketing officer at Applebee's. "Part burger, part quesadilla, served extra cheesy with a mound of chips ready for dipping, our latest menu mashup takes our iconic Quesadilla Burger and gives it the delicious O-M-Cheese twist. Big, indulgent, and packed with flavor, our O-M-Cheese-adilla Burger delivers exactly the kind of over-the-top Applebee's experience our guests love."

Expanded 2 for \$25 Menu Options

The 2 for \$25 menu – designed for two guests to share a full meal for only \$25 – lets diners pair one appetizer, like Applebee's new Bacon Cheeseburger Wonton Tacos (available for a limited time only), classic Boneless Wings, Mozzarella Sticks, or Spinach & Artichoke Dip with two hearty entrees. For a limited time, the new entree lineup features:

- NEW O-M-Cheese-adilla Burger (dine-in only)
- O-M-Cheese Burger (dine-in only)
- Signature Fiesta Lime Chicken
- NEW California Grilled Chicken Salad

New O-M-Cheese Chicken Nachos Appetizer

But that's not all - O-M-Cheese goodness continues. Applebee's is introducing the new O-M-Cheese Chicken Nachos appetizer! Guests can now enjoy crispy white corn tortilla chips topped with chipotle lime chicken, guacamole, sour cream, house-made pico, jalapeños and cilantro, served in a sizzling skillet of queso and melted Cheddar cheeses, with a side of chips.

New Spooky Sips – Halloween Cocktails + Mocktails + More!

Returning early for the Halloween season, Applebee's annual Spooky Sips lineup features two new tasty \$6 Mucho cocktails for guests to sink their teeth into, alongside frightfully fun, alcohol-free options designed for guests of all ages. This year's new **\$6 Halloween cocktail lineup**, served in Applebee's signature Mucho glass, includes:

- **Dracula's Juice:** A mouthwatering creation made with Bacardí Superior Rum, Cuervo Tradicional Blanco, prickly pear and premium lemon sour.
- **Tipsy Zombie:** A scary-good blend of Bacardí Superior Rum, melon liqueur, passion fruit, pineapple, cherry and lime

topped with gummi brains.

Guests looking for a new bewitching BOO-ze free beverage, can also enjoy:

- **Graveyard Soda:** Awaken your taste buds with MOUNTAIN DEW® and blue raspberry topped with a creamy swirl, whipped cream, grenadine and OREO® cookie crumbles.
- **Tropical Spell Mocktail:** A hauntingly delicious tiki mix of pineapple, passion fruit, cherry, lime and dragon fruit.

"We're bringing our Spooky Sips back earlier than ever this year, giving guests more time to enjoy our scary-good beverage lineup to get into the Halloween spirit," said Nathan Grover, executive director of bar & beverage at Applebee's. "An annual Applebee's tradition, this year's Spooky Sips includes two tasty \$6 Mucho cocktails to sink your teeth into, plus two boo-ze free beverages for guests of all ages to get in on the fun!"

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 join Club Applebee's to become part of the neighborhood and receive a welcome offer.

*Limited time. Price, participation and selection may vary. Tax and gratuity excluded. O-M-Cheese-adilla Burger and O-M-Cheese Burger are available for dine-in only.

** 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.

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 1,439 Applebee's restaurants in the United States, two U.S. territories and 17 countries outside the United States as of June 28, 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.

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