



Applebee's Celebrates National Cheeseburger Day with One-Day \$8.99 Burger & Fries Deal

September 9, 2026

Enjoy a Classic Burger or Classic Cheeseburger with fries for only \$8.99 on September 18; Get your cheeseburger-fix all month long with Applebee's lineup of craveable burgers, including the viral O-M-Cheese Burger and NEW O-M-Cheese-adilla Burger

- Applebee's is celebrating **National Cheeseburger Day** with a one-day **\$8.99 Burger & Fries Deal** on September 18.
- Guests can enjoy Applebee's Classic Burger or Classic Cheeseburger served with fries for only **\$8.99 for dine-in or To Go**.
- Guests looking for an upgraded cheeseburger experience all month long can enjoy Applebee's **viral O-M-Cheese Burger** and **NEW O-M-Cheese-adilla Burger**, available on Applebee's **2 for \$25 menu** (dine-in only).

PASADENA, Calif.--(BUSINESS WIRE)--Sep. 9, 2026-- Applebee's® is bringing back its fan-favorite [National Cheeseburger Day](#) deal, offering guests a Classic Burger or Classic Cheeseburger served with Fries for just \$8.99 on Sept. 18. Available for dine-in and To Go, the one-day offer gives guests the opportunity to enjoy a Handcrafted Burger and fries for less than \$9.*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260909621088/en/>



Applebee's Handcrafted Burgers feature a juicy, all-beef patty topped with lettuce, tomato, onion, and pickles on a Brioche

bun. Guests can choose between a Classic Burger or Classic Cheeseburger, topped with two slices of American cheese, both served with Fries as part of the National Cheeseburger Day offer.

"A great cheeseburger hits the sweet spot between comfort, craving, and value, which is exactly what guests are looking for right now," said Michelle Chin, chief marketing officer at Applebee's. "Burgers remain one of our most-loved menu categories, and National Cheeseburger Day gives us the perfect excuse to come together and celebrate them. Whether guests choose our Classic Cheeseburger and fries for \$8.99 or one of our delicious, over-the-top O-M-Cheese creations, we're serving up something for every burger craving at Applebee's."

Guests looking for an upgraded cheeseburger experience all month long can also enjoy Applebee's NEW O-M-Cheese-adilla Burger, the latest addition to Applebee's viral O-M-Cheese lineup, available on Applebee's 2 for \$25 value menu.** 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 with white corn tortilla chips topped with queso, house-made pico and cilantro.

Applebee's 2 for \$25 Menu

Applebee's popular 2 for \$25 menu lets diners share one appetizer and choose two full-size entrees from a selection of guest favorites. Appetizers may include Applebee's new Bacon Cheeseburger Wonton Tacos (available for a limited time only), classic Boneless Wings, Mozzarella Sticks, or Spinach & Artichoke Dip.

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

Guests can celebrate National Cheeseburger Day with Applebee's, available for dine-in or online at [Applebees.com](#) or the Applebee's mobile app.

To celebrate National Cheeseburger Day on the go, guests ordering online or on the Applebee's mobile app can simply select the 'National Cheeseburger Day' option from the online menu and order To Go or delivery on the Applebee's mobile app ([iOS](#), [Google](#)) or by visiting [Applebees.com](#).

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.

* For a limited time at participating locations. Offer valid 9/18/26 only for Classic Cheeseburger and Classic Burgers via dine-in, the Applebee's website or mobile app only. Not valid on third party delivery sites. Tax and gratuity excluded. Delivery coverage varies by restaurant. Restrictions may apply.

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

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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