

# Applebee's® Partners with DoorDash to Make Watching the Game a Lot More Rewarding with Free Delivery Every Monday This Football Season

## Delivery Through DoorDash is Available in 500 Applebee's Restaurants Nationwide

GLENDALE, Calif., Sept. 10, 2018 /PRNewswire/ -- Applebee's® Neighborhood Grill + Bar is kicking off the football season today by announcing its largest, national delivery partnership with DoorDash. To celebrate, Applebee's fans nationwide can receive free delivery via DoorDash every Monday, all day, throughout the football season from September 10 to December 24 where DoorDash is available. Football fans can get their favorite Applebee's meals delivered right to their door with \$0 delivery fees on all orders over \$25 for the first three games, and on all orders over \$30 for the remaining 13 games this season\*. Tonight, as people turn on ESPN's *Monday Night Countdown* at home to catch the big games, fans can grab their mobile devices or go online to [Doordash.com](http://Doordash.com) and order Applebee's without missing a single play!

"Applebee's was one of the first casual dining restaurants to offer the convenience of Carside To Go, which means we have been creating easier ways for our guests to enjoy our food wherever and however they like for quite a while. It's only natural that we now partner with one of the nation's leading delivery platforms, DoorDash, to bring our great tasting food right to your doorstep," said Scott Gladstone, vice president of strategy, off-premise and development at Applebee's. "And there is no better time than football season when we don't feel like leaving the couch on Monday nights - except maybe to answer the door - to make ordering Applebee's To Go even more enticing with free delivery."



Guests ordering Applebee's through DoorDash can choose from a variety of items off the restaurant's regular and limited time menus as well as customize orders. America's Neighborhood Grill + Bar also recently unveiled the latest in To Go packaging technology that ensures their best-selling Boneless Wings, grilled 8-ounce USDA Select Top Sirloin, and Handcrafted Burgers made with 100% fresh, never-frozen beef are kept hot and delicious until they reach the fork or the fingertips. And for a limited time, guests can take home a 30-ounce fountain drink for just 99 cents with any Applebee's order through DoorDash, [Applebees.com](http://Applebees.com) or the Applebee's mobile app. Restrictions may apply.

Through this partnership, Applebee's is delivering the ultimate experience by integrating DoorDash into its Point of Sale (POS) system. The POS integration allows DoorDash to scale additional Applebee's restaurants at a faster pace, while programmatically updating the online experience to account for menu changes, item availability and limited time offers. DoorDash's goal is to blend smoothly into restaurant operations by removing as many manual touch points as possible in the delivery process, resulting in a more seamless guest experience. By integrating with Applebee's restaurant management system, DoorDash can make ordering more convenient for the guest and the restaurant team.

"As one of the first in its category to offer off-premise dining options, we're thrilled to be partnering with Applebee's as their largest on-demand logistics provider delivering from more than 500 locations nationwide and counting," said Christopher Payne, chief operating officer at DoorDash. "DoorDash values the high-quality selection and added convenience we bring to our customers, and this new partnership comes at the perfect time so that football fans can get their Applebee's favorites delivered to their couch without missing prime time plays."

DoorDash is available now at participating Applebee's restaurants every day. Visit [Applebees.com](http://Applebees.com) to find the nearest restaurant and learn more about special offers, such as **3-Course Meal starting at only \$11.99**, or Applebee's September Neighborhood Drink of the Month - the 2 DOLLAR Samuel Adams® OctoberFest. Pricing and participation may vary. Void where prohibited.

As always, Applebee's reminds guests ages 21 and over to please drink responsibly. Alcoholic beverages are not available for delivery.

*\*\$0 DELIVERY FEES: Offer valid only for orders placed and fulfilled between 9/10/2018 and 12/24/2018 from participating restaurants on Mondays only, and within DoorDash's delivery zones. For the first three Mondays, customers who order over \$25 are eligible for \$0 delivery fees. For the following thirteen Mondays, ending on*

*12/24/2018, customers who order over \$30 are eligible for \$0 delivery fees. Service fees, surge fees, taxes, and gratuity may apply. No promo code needed to redeem, offer will automatically apply at checkout. Valid only at DoorDash.com or on the DoorDash app. Offer cannot be combined with other offers or promo codes.*

### **About Applebee's®**

Applebee's Neighborhood Grill + Bar offers a lively casual dining experience combining simple, craveable American fare, classic drinks and local drafts. All Applebee's restaurants are owned and operated by entrepreneurs dedicated to serving their local communities, and offering quality food and drinks with genuine, neighborly service. Applebee's is one of the world's largest casual dining brands; as of June 30, 2018, there are more than 1,700 Applebee's franchise restaurants in all 50 states, Puerto Rico, Guam and 13 other countries. 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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### **About DoorDash**

Founded in 2013, DoorDash is a San Francisco-based technology company passionate about transforming local businesses and dedicated to enabling new ways of working, earning, and living. Today, DoorDash connects customers with their favorite local and national restaurants in more than 1,200 cities across the United States and Canada. By building intelligent, last mile delivery infrastructure for cities, DoorDash aims to connect people with the things they care about—one dash at a time. Read more on the [DoorDash blog](#) or at [www.doordash.com](http://www.doordash.com).

SOURCE Applebee's Neighborhood Grill & Bar

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