



## Run! Busch Light Apple is at your Local Neighborhood BApplebee's!

April 20, 2026

*For a limited time, Applebee's is turning into BApplebee's: an official Bapple destination*

*Crack open a legendary 16 oz. Busch Light Apple at restaurants nationwide; plus, a two-day BApplebee's pop-up brings Bapple, photo ops, and festival vibes to the Coachella Valley for guests on April 23-24*

PASADENA, Calif.--(BUSINESS WIRE)--Apr. 20, 2026-- This is not a drill! The highly sought after [Busch Light Apple](#) is officially back and, for a limited time while supplies last, available at Applebee's®. Beginning this week, guests can enjoy a crisp Busch Light Apple, affectionately known as 'Bapple', at participating restaurants nationwide.\* Don't miss out! For just \$4, while supplies last, fans can crack open and enjoy a cold 16 oz. can of Bapple, in addition to their favorite appetizers and entrees, like the NEW O-M-Cheese Burger.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260420550265/en/>



In honor of Bapple's legendary return, Applebee's is temporarily changing its name to BApplebee's, proudly stepping into

the spotlight as an official Bapple destination for the 'Bapple' season.

Busch Light Apple is a refreshing-to-the-core light lager with a crisp apple flavor, offering a touch of sweetness on the front end and a clean, smooth beer finish on the back end. Now, while supplies last, guests can kick back and crack open a can of Bapple at their neighborhood Applebee's.

For fans and festivalgoers in the Coachella Valley, the celebration goes even bigger. For two days only – April 23-24 – the Applebee's located at 82894 Highway 111 in Indio, Calif., will come to life as a fully realized BApplebee's experience. Just minutes from the festival grounds, this one-of-a-kind destination will be open to the public and packed with exclusive photo opportunities, giveaways, surprise moments, and of course a whole lot of Bapple. It's the ultimate pre-show stop to crack open a can, strike a pose, spot a few familiar faces, and grab a bite to kick off a music-filled weekend.

"Applebee's and Busch Light Apple go together like apples and ... apples," said Michelle Chin, chief marketing officer at Applebee's. "As America's favorite grill and bar, we're ushering in a new era as BApplebee's: an official destination of the legendary Busch Light Apple. So, hurry in! Don't miss your chance to crack open a cold 16 oz. Bapple at your neighborhood BApplebee's – only while supplies last!"

Guests (21+) are invited to celebrate the return of Busch Light Apple at their neighborhood Applebee's and share their first-sip reactions on social media, tagging @applebees.

To find your local restaurant, 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 be a part of the neighborhood. Join Club Applebee's® 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.

### **About Applebee's® (otherwise known as BApplebee'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 1,520 Applebee's restaurants in the United States, two U.S. territories and 17 countries outside the United States as of December 28, 2025. This number does not include 59 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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Source: Applebee's