



**FOR IMMEDIATE RELEASE:**

**Media Contacts:**

Denise Harris | 262.751-5595

[Denise.Harris@whgroup.com](mailto:Denise.Harris@whgroup.com)

**Wisconsin-based Applebee's Franchisee Announces the Start of *Dollar Days*  
Featuring \$1 House Margaritas and \$1 Domestic Draft Light Beers All Day, Every Day During  
September**

Waukesha, WI – Wednesday, September 06, 2017 – [Wisconsin Hospitality Group](#) (WHG) and Apple Hospitality Group, an Applebee's Neighborhood Grill & Bar® franchisee organization located in Waukesha, Wisconsin, announces that their 33 Applebee's restaurants will be serving House Margaritas and select Domestic Draft Light Beers for just [\\$1 during the month of September](#) from 11am to close, dine-in only.

Starting September 6<sup>th</sup> through September 30<sup>th</sup>, all 33 WHG Applebee's locations will be offering 10oz mugs of house margaritas and select 10oz mugs of Domestic Draft Light Beers – including Miller Lite, Coors Light and Bud Light – for just \$1 each. [Offer](#) valid at participating Wisconsin Hospitality Group locations as listed below.

“Our [Dollar Days](#) promotion offers our current customers and new guests with the opportunity to come in and enjoy great discounted beverages in our neighborhood grill and bar,” said Mark Dillon, president and CEO of Wisconsin Hospitality Group. Applebee's also offers handcrafted cocktails daily and fresh prepared food, including handmade burgers, made-to-order appetizers and fresh-made entrees. Discounted drink offers do not require a food purchase.

Wisconsin Hospitality Group owns and operates more than 100 restaurants across Wisconsin, including Pizza Huts and Applebee's Grill & Bar restaurants, all committed to guest satisfaction and community support. WHG owns and operates the Applebee's restaurants in the following Wisconsin cities: Appleton, Ashwaubenon, Beaver Dam, Delafield, Eau Claire, Fond du Lac, Glendale, Green Bay, Greendale, Kenosha, Madison, Manitowoc, Marinette, Marshfield, Menomonee Falls, Milwaukee, Neenah, New Berlin, Oak Creek, Onalaska, Oshkosh, Pewaukee, Racine, Sheboygan, Stevens Point, Wausau, Wauwatosa, West Allis, West Bend, Wisconsin Dells, and Wisconsin Rapids.

The company has a long history of giving back to the communities it is located in. In 2015 they established a non-profit foundation, [WHG Cares](#), and throughout the last 18 years, WHG has been able to donate more than \$2.9 million in combined gifts to local charities including Children's Hospital, ProHealth Care, World Hunger Relief, Honor Flight and One Heartland. These donations were made possible by both the generosity of guests and the hard work of all WHG team members.

###