NEWS RELEASE

Chili's® Makes Dreams Come True, Turning Viral Triple Dipper® into the Perfect Holiday Gift with Limited-Edition Collection

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Forget visions of sugar plums, Triple Dippers are dancing in everyone's heads this holiday season with new dream collection inspired by the iconic Chili's combo

DALLAS, Nov. 19, 2024 /PRNewswire/ -- This holiday season, **Chili's® Grill & Bar** is giving fans a new way to savor its iconic Triple Dipper™ with the limited-edition Triple Dipper Dream Collection. The Triple Dipper took the world by storm this year with over 200 million views on TikTok, and this tasty set is the next iteration of the viral craze.

Inspired by the Triple Dipper's iconic cheese pulls, perfectly smashed burger bites and sauced Chicken Crispers®, Chili's is unveiling a limited-edition holiday line for fans to wrap themselves in the bold flavors they love. Found exclusively at **welcometochilis.com**, the collection will be available in limited daily drops starting Thursday, Nov. 21, at noon ET each day while supplies last. The Triple Dipper Dream Collection includes:

- Triple Dipper Dream Collection: Super fans can fully immerse themselves in Triple Dipper relaxation with the bundle inclusive of the Triple Dipper Bedding, Big Mouth Bites™ Eye Mask and Honey Chipotle Chicken Crisper® Socks ($100).
- Triple Dipper Bedding Bundle: The ultimate fan gift, this bedding set includes pillow covers inspired by Chili's Nashville Hot Mozz, Chicken Crispers, and Big Mouth Bites, a Chili's basket liner–themed fitted sheet and flat sheet, and a Chili's basket bed skirt. Available in queen size ($85).
- Big Mouth Bites Eye Mask: Cucumbers over the eyes are relaxing, but a Big Mouth Bites Eye Mask is sure to have fans dreaming of their next visit to Chili's ($10).

- Honey Chipotle Chicken Crisper Socks: Cozy up with socks that resemble Chili's Honey Chipotle Chicken Crispers featuring toes dipped in Chili's famous house-made ranch for the ultimate Chili's vibe ($15).

"Chili's fans have been dreaming about the Triple Dipper all year, so we decided to interpret that dream in the most literal way possible with a set that fully embodies this fan favorite," said George Felix, Chili's Chief Marketing Officer. "At the end of a long day, who wouldn't want to pull on some Chicken Crispers socks, cover those eyes with Burger Bites and cozy up to a Nashville Hot Mozz pillow? As I always say (starting right now), eat well, sleep well, Chili's well."

The limited-edition Triple Dipper Dream Collection is available while supplies last and is expected to sell out fast, so fans are encouraged to act quickly to secure their items. All orders placed before December 12 will arrive in time for holiday gifting.

With the brand's Q1 Earnings report showing Triple Dipper sales up 70 percent year over year, it has carved out its place among Chili's staples like burgers, Chicken Crispers, fajitas and margaritas. It inspired Chili's first secret menu item, Nashville Hot Mozz, which has already graduated to the Chili's menu. The brand also capitalized on the Triple Dipper love this fall with a two-person Halloween costume that showcases the viral cheese pull of the Fried Mozzarella.

Now, Chili's wants to make everyone's holiday wishes come true in-restaurant again, adding Honey Chipotle Mozz to the secret menu following the successful introduction of the Nashville Hot Mozz earlier this year. Get your Fried Mozzarella sauced in Chili's sweet-and-spicy fan-favorite sauce as part of the Triple Dipper or Fried Mozzarella appetizer.

To learn more about Chili's Triple Dipper Dream Collection visit **welcometochilis.com**. For more on Chili's new Honey Chipotle Mozz and to find your nearest location, visit **chilis.com**.

About Chili's® Grill & Bar

Hi, welcome to Chili's! We are a leader in the casual dining industry and the flagship brand of Dallas-based Brinker International, Inc. (NYSE: **EAT**). We are known for our Big Mouth Burgers ®, Chicken Crispers®, full-on sizzling fajitas, and hand-shaken margaritas. We take our food seriously – but not ourselves – because dining out should feel like a celebration even if there is nothing to celebrate. Our passion is making everyone feel special, and every day, our ChiliHeads make it their job to spread #ChilisLove across almost 1,600 restaurants in 27 countries and two territories. And Chili's cares. We host local Give Back Events to support kids, education, and hunger and have raised more than $110 million benefiting St. Jude Children's Research Hospital through generous Guest donations. Find more information about us at **chilis.com**, follow us on **Twitter** or **Instagram**, like us on **Facebook**, or join us on

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