

Chili's® Turns Decades of Defining Suburb Culture into Style with the "Suburban Collection" Merch Line

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After spending years upgrading the food, service and atmosphere of Chili's, it's time to give fans a fresh look of their own with merch that celebrates the grill & bar's place in suburban culture

DALLAS, Sept. 29, 2026 /PRNewswire/ -- For more than 50 years, **Chili's® Grill & Bar** has been the mainstay for first dates, post-game dinners, birthday celebrations and parking lot hangs. And lately, the grill & bar has been bringing fresh energy to that familiar experience with craveable menu updates, better service and livelier restaurants. With Chili's gaining new fans like never before and tasting, looking and feeling better than ever, it's time to give guests a new way to wear their Chili's love beyond the booth.

"Streetwear has dominated mainstream fashion for years, but now we're starting to see suburban wear have its moment as more consumers are drawn to relaxed, comfort-first fits," said Jesse Johnson, vice president of marketing at Chili's. "For decades, Chili's has shaped suburban culture with our come-as-you-are relaxed atmosphere, so who better to celebrate suburban style with our new merch collection."

Meet the Suburban Collection, where comfort is king and the only real dress code is that you show up dressed. Think oversized fits, cozy layers and easy pieces made for wherever the day takes you, from running errands to sliding into a red booth for dinner and margs with friends. The lineup mixes rugby shirts, hoodies and tees with delightfully specific pieces that could only come from Chili's, including a crewneck that turns your arms into a Fried Mozz cheese pull and a Baby Backs necklace. Nostalgic, proudly unserious and uniquely cool, Chili's pride has never looked better.

From oversized everyday staples to conversation-starting accessories, the Suburban Collection has something for every level of Chili's fandom:

- **Vintage Rugby Shirts (\$50):** Available in red and green, these Chili's rugby shirts bring a sporty spin to suburban style. Made for game day, Marg day or any day that calls for Chili's.
- **Chenille Pepper Hoodies (\$60):** Available in classic Chili's red, green and white with a chenille heritage logo design and embroidered chili pepper on the sleeve. Cozy enough for the couch, cool enough for your regular booth.
- **Varsity Jerseys (\$35):** Available in green and white with an oversized, true-to-jersey fit. No team affiliation required, unless you count Team Triple Dipper®.
- **Suburban Tees (\$30):** Classic Chili's logo tees available in both oversized and cropped fits for fans who prefer to let the pepper do the talking. 100% cotton and ready for repeat wear.
- **Cropped Cheese Pull Quarter Zip (\$55):** A heavyweight pullover that turns your arms into a cheese pull – made for anyone who believes the best accessory is several feet of mozzarella.
- **Chili's Logo Hat (\$30):** A classic Chili's cap with a 3D puffy logo that proudly answers the question, "Where should we go?"
- **Cheese Pull Hat (\$30):** The ultimate cheese pull hat, complete with embroidered details and a chili pepper on the back. Peak suburbia.
- **Accessories (\$3-30):** Because Chili's pride shouldn't stop at your closet, the collection includes a 14k gold-plated Margs necklace and Baby Backs necklace, bumper stickers, ribs-jingle keychain and Chili's stickers made for laptops, water bottles and anywhere else that could use a little more Chili's.

The Suburban Collection will be available beginning Wednesday, Sept. 30 at 11 a.m. ET on **WelcomeToChilis.com**. My Chili's members can get a head start and shop the collection now using the exclusive early-access code sent via email. For more information about Chili's, visit **Chilis.com** or follow along on **Facebook**, **Instagram** and **X**.

About Chili's® Grill & Bar

Hi, welcome to Chili's! A proud leader in the casual dining industry and the flagship brand of Dallas-based Brinker International, Inc. (NYSE: EAT), Chili's was honored in 2025 as one of Fast Company's Brands that Matter and Inc.'s Best in Business. The brand was also named Ad Age's Brand of the Year in 2025 and 2026. Founded in 1975, Chili's is known for serving Big Mouth Burgers®, Crispy Chicken Crispers®, and sizzling fajitas, while hand-shaking more margaritas than any other restaurant brand in the United States. Chili's operates 1,600 restaurants in 29 countries and two territories with over 70,000 team members. With a purpose to make everyone feel special, Chiliheads take food, drink and service seriously – but not themselves. Chili's was a proud winner at the 2025 MenuMasters Awards for Best New Menu Item for Nashville Hot Mozz, the breakout addition to the social media-famous Triple Dipper. For more than 20 years, Chili's has been a proud supporter of St. Jude Children's Research Hospital and has raised more than \$130 million for the organization through generous guest and team member donations. Find more

information at chilis.com, follow on X or **Instagram**, like on **Facebook**, or join Chili's on **TikTok**.

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