



NEWS RELEASE

Chili's Debuts New Premium PATRÓN Frozen Margaritas Just in Time for Summer

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Chili's? More like Chili's as the fan favorite grill & bar introduces a new lineup of frozen margaritas with a focus on quality ingredients and popular flavors

DALLAS, June 25, 2025 /PRNewswire/ -- **Chili's® Grill & Bar**, the seller of more margaritas than any restaurant brand in the U.S. — with more than 25 million sold last year alone — is raising the bar with three new, premium frozen choices. Made with **PATRÓN Silver** tequila, the lineup features something for everyone:

- **PATRÓN Frozen Marg** – Timeless and smooth, Chili's new frozen margarita features PATRÓN Silver, triple sec, lime juice and agave and starts at just \$10. Guests can choose to add strawberry, mango, watermelon, blackberry, dragonfruit or even spicy flavor for an added punch.
- **Flamingo Freeze** – This vibrant, pink drink is made by shaking up Tito's® Handmade Vodka with Owen's Prickly Pear, then swirling with PATRÓN Frozen Marg for a sweet sip featuring a popular flavor in the southwest.
- **Arctic Drift** – Featuring a refreshing blend of Malibu® Coconut Rum, pineapple juice and Blue Curaçao, shaken then swirled with PATRÓN Frozen Marg, the Arctic Drift brings in flavors of the tropics, garnished with a lime wedge and maraschino cherry.

These additions also aim to meet Chili's guests' flavor preferences, with more than half[1] of casual dining guests looking for a frozen option to enjoy with their favorite menu items, like the Triple Dipper® or Chili's new Big QP burger.

"As a leader in the margarita space, we saw a big opportunity to elevate and expand our frozen margs to be ones that our guests deserve," said George Felix, Chief Marketing Officer at Chili's Grill & Bar. "At Chili's, margaritas are a core part of who we are – and now we're proud to serve what we believe to be the best frozen margs in the industry. I can't think of a better combination on a hot summer day than our all-new PATRÓN Frozen Marg and a Triple Dipper."

In addition to the margaritas themselves, Chili's has introduced new frozen margarita machines across the U.S., simplifying processes for restaurant teams and ensuring guests receive a perfectly blended and consistently smooth, high-quality PATRÓN margarita.

To learn more about Chili's new frozen margaritas or find a location near you, visit [chilis.com](https://www.chilis.com). Must be 21+ to enjoy.

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 named Ad Age's 2025 Brand of the Year. 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 \$120 million for the organization through generous guest and team member donations. Find more information at [chilis.com](https://www.chilis.com), follow on X or Instagram, like on Facebook, or join Chili's on TikTok.

¹ Chili's Margarita Awareness & Usage Study conducted by U30, 2024

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