Surcheros Gives Guests Free Queso for National Queso Day

Free Regular Queso with any purchase on National Queso Day, Sept. 20

ALPHARETTA, GA, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- Surcheros, the community favorite known for bold flavors and Southern hospitality, celebrates National Queso Day on September 20 by giving guests FREE Regular Queso with any purchase at participating locations.

"Queso has been a part of Surcheros since we opened our first restaurant, and it keeps our guests coming back," said Luke Christian, founder and CEO of Surcheros. "National Queso Day gives us a chance to thank the regulars who already love it and introduce it to guests visiting us for the first time."

Surcheros has served queso since opening its first restaurant in Douglas, Georgia, in 2007, and now operates 46 locations across the Southeast. To support the one-day giveaway, the brand coordinated with supplier Land O'Lakes to meet the queso demand across all locations.

The free Regular Queso pairs with any order, from freshly grilled burritos and bowls to tacos, quesadillas, nachos and salads. Entrées are made to order and customized with grilled chicken, ground beef, carnitas, or steak (for an extra charge), plus an assortment of fresh toppings and sauces.

Guests can join the rewards program at no cost through the Surcheros app, available on the App Store or Google Play, and earn points with every order to redeem on future visits.

Find the nearest Surcheros at www.surcheros.com/locations and stop in on Sept. 20. The queso is on the house, and it is only free for one day.

For more information about Surcheros, including locations and menu, visit www.surcheros.com or follow @Surcheros on Facebook or Instagram

About Surcheros

Luke Christian launched Surcheros in 2007 with a simple formula in mind: combine bold Tex-Mex flavors with the Southern hospitality of his youth.

Each meal is custom-made to order. Guests can build burritos, tacos, burrito bowls, quesadillas, salads, and more by choosing from freshly grilled meats and a wide selection of toppings and signature sauces. The family-friendly menu also offers meals for the Lil' Ones with their kids menu and catering options for groups of 10 or more.

Today, Surcheros serves communities throughout the Southeast and continues to build on its momentum and commitment to excellence. The brand earned a spot on Fast Casual's Top 100 Movers & Shakers list in 2025 and was recognized by QSR Magazine as one of its 7 Franchisors to Watch in 2026. Interested in joining the Surcheros family? Learn more at www.surcheros.com/franchising.

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