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In-N-Out modernizes by launching the highly anticipated In-N-Out app

New app gives customers access to features like the secret menu, live wait estimates and mobile ordering

(LOS ANGELES, Nov 2025) In-N-Out announces the January 2026 launch of their new mobile app available on all app stores with features including mobile order in a rare move to modernize customer experience. Never before seen features like live wait times, “secret menu” offerings, along with the highly anticipated mobile order will be offered within the app.

The move is part of a company goal to cater to all customers by putting as much care and consideration into customers time as they do their burger.

As the heir of the family business, Lynsi Snyder has kept the same business philosophy of her grandfather and uncle by strategically choosing when to modernize or expand.

"There's a lot of things that could be cheaper and easier but that's not the system we go through,” said Snyder.

In-N-Out has remained close to its roots and has had minimal changes to the menu and store operations since their founding in 1948. In recent years, the company has been inching toward modernization by expanding to different states.

The company's updates to operations keeps their slogan “No Delay” aligned with consumer expectations. The strategic move to digitize the brand known for its operations remaining as close to how they were back in 1948, is in an effort to cater to the needs of the modern customer.

In-N-Out has locations throughout California, Nevada, Arizona, Utah, Texas, Oregon, Colorado,Idaho, and Washington. In-N-Out was founded by Harry and Esther Snyder and is still owned and operated by the Snyder family. None of the units are franchised.

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