



IHOP® Restaurants Celebrates Six Decades Of Pancakin' With 60 Cent Pancakes On July 17

July 10, 2018

For One Day Only, Guests Can Enjoy a Short Stack of IHOP's Hot, Fluffy World-Famous Buttermilk Pancakes for Less Than They Cost in 1958, Available at Restaurants Nationwide

GLENDAL, Calif., July 10, 2018 /PRNewswire/ -- Sixty years ago, the opening of the first International House of Pancakes® – better known today as IHOP® – kicked off the all-day breakfast craze and revolutionized the pancake experience. To mark its milestone anniversary, IHOP is throwing a party and inviting guests to join by offering a short stack of its Original Buttermilk pancakes for just 60 cents on Tuesday, July 17 from 7 am-7 pm at restaurants nationwide*.



"The IHOP name is synonymous with pancakes, pancakes, pancakes – a rallying cry that sets our menu and our restaurants apart from every other dining destination," said Brad Haley, Chief Marketing Officer, IHOP. "To celebrate six decades of pancakin' and the love our guests have shown us since we first opened our doors back in 1958, we're treating folks to a 60-cent short stack of our world-famous Buttermilk pancakes – the pancake that started it all – on Tuesday, July 17."

Established in 1958, brothers Al and Jerry Lapin found inspiration in the tropical tastes of coconut syrup and dreamt up the idea of a local restaurant centered around pancakes that served made-to-order breakfast favorites all day long. What started with one restaurant in Toluca Lake, CA, a suburb of Los Angeles, has today grown into an iconic American brand with more than 1,750 franchised restaurants stretched across the U.S. and around the world. IHOP continues to expand; earlier this year, brand leadership announced plans to open another 85-100 new restaurants in 2018.

While much has changed over the years, a commitment to continuous innovation, quality ingredients, an outstanding family-dining experience, and of course, IHOP's Original pancake recipe, remain unchanged. Today, the IHOP culinary team creates, on average, 50 new menu items a year for both the standard menu and limited time offers. Most recently, IHOP captured the world's attention when it announced it was launching a line-up of seven new, all-natural 100% USDA Choice, Black Angus beef Ultimate Steakburgers and temporarily changing its name to IHOb to demonstrate it is as serious about burgers as it is about pancakes. Best of all, like its hearty omelettes and any other combo, the new Ultimate Steakburgers at IHOP can be ordered with a side of pancakes so guests never have to choose between sweet and savory.

"When we launched our new Ultimate Steakburgers last month, we were blown away by the public's reaction to our IHOb campaign since, ultimately, it demonstrated how much love there is for the IHOP brand and our pancakes," continued Haley. "Millions and millions of people had a lot of fun 'blaying' along with the idea of flipping the 'P' in our name to a 'B' and guessing what the 'B' could be. However, we are, and always will be, the International House of Pancakes, and for our 60th Anniversary, we're giving our guests the gift of a short stack of our world-famous buttermilk pancakes for just 60 cents. And now, you can also get some pretty great burgers at IHOP, too. Or, if you're like me, you can order pancakes as a side option when you buy any Ultimate Steakburger at IHOP so you can truly have the best of both worlds."

A party that celebrates 60 years of IHOP should not be missed. Guests can receive one short stack of three Original Buttermilk pancakes per person, dine-in only, for 60 cents on Tuesday, July 17 from 7:00 AM to 7:00 PM at participating IHOP restaurants nationwide*. Visit IHOP.com to find the nearest [IHOP location](#).

**Offer, price and participation varies by location. For a limited time only.*

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 60 years, IHOP has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items as well as meals under 600 calories. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. Today, there are more than 1,750 IHOP restaurants around the world, including restaurants in all 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Mexico, Guatemala, Panama,

Lebanon, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar, Thailand and India. IHOP restaurants are franchised by affiliates of Glendale, Calif.-based Dine Brands Global, Inc. (NYSE: [DIN](#)).



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SOURCE IHOP Restaurants

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