



IHOP® Restaurants Teams With DoorDash To Launch Delivery From More Than 300 Locations Across The U.S.

July 17, 2018

The Partnership Highlights the Growing Demand from IHOP Guests to Be Able to Get More Pancakes, More Often, At Home and On-the-Go

GLENDALE, Calif., July 17, 2018 /PRNewswire/ -- Today, IHOP® Restaurants marks its 60th year by announcing the rollout of its first, and largest, national delivery program in partnership with [DoorDash](#). The introduction of delivery at select IHOP restaurants across the U.S. is a critical step in expanding the brand's IHOP 'N GO® (to-go) platform which already includes a fully-integrated online ordering system through IHOP.com and the IHOP mobile app. Guests ordering IHOP 'N GO via DoorDash will be able to enjoy the full range of items off the restaurant's regular and limited time menus as well as fully customize any order. All IHOP delivery and to-go orders are placed in proprietary packaging that is designed to keep all-day breakfast foods and more – like IHOP's new Ultimate Steakburgers – hot and fresh while in transit -- or in the case of its world-famous pancakes, hot, fresh and fluffy until eaten.



"For 60 years, IHOP has proudly served our guests freshly made breakfast favorites and more, all day, every day," said Darren Rebelez, President, IHOP. "Undertaking a national delivery partnership is an exciting new chapter in our story and builds on the foundational work we've done on IHOP 'N GO this past year, including introducing a mobile app, online ordering through IHOP.com, and special packaging that preserves the quality of our food for takeout. Most importantly, our partnership with DoorDash helps us bring more pancakes, to more people, whenever and wherever cravings strike – something IHOP guests told us they wanted."

As part of the weeklong anniversary festivities -- which also includes an in-restaurant, 60-cent short stack of pancakes deal today only* -- DoorDash customers can enjoy free delivery on any IHOP order totaling \$10 or more from Wednesday, July 18 through Sunday, July 22**. Currently, more than 300 IHOP restaurants are set-up for online ordering through the DoorDash website and mobile app with another 600-700 IHOP restaurants expected to be available for delivery by the end of the year.

"As a leading delivery provider with extensive national reach and a focus on strategically – and rapidly – expanding, DoorDash is an ideal partner to help us kick off the next phase of IHOP 'N GO," continued Rebelez. "Right now, about 300 IHOP restaurants are signed up with DoorDash with more coming online every day. Given the national matchup between where there's an IHOP and DoorDash's current and anticipated service areas, I expect to have close to 1,000 restaurants added to the DoorDash platform before the end of the year."

Through this partnership, IHOP will ensure a best-in-class guest experience by seamlessly integrating DoorDash into its Point of Sale (POS) system. POS integrations allow DoorDash to scale additional IHOP restaurants at a faster pace. By integrating with IHOP's restaurant management system, DoorDash can ensure a better experience for the guest and the restaurant team.

"At DoorDash we pride ourselves on offering the best selection in the industry, and today's announcement with IHOP is especially exciting as this brand has consistently been a top requested restaurant by our customers," said Christopher Payne, Chief Operating Officer at DoorDash. "Customers can now order their favorite IHOP menu items any hour of the day, from over 300 locations across the country, and counting."

The partnership news from IHOP comes a month after the brand debuted its Ultimate Steakburgers, seven mouthwatering burgers made with 100 percent USDA Choice, Black Angus beef and piled high with premium ingredients like hickory-smoked bacon, thick-cut onion rings and a special sauce. To show the brand was as serious about its burgers as it is about its pancakes, it temporarily flipped the "p" to a "b" in its iconic name for the

campaign launch. Perfect for delivery – and available with a side of pancakes – Ultimate Steakburgers, along with breakfast combos, hearty omelettes, and more are available via DoorDash.

DoorDash is available from select IHOP locations starting today. To find the nearest [IHOP location](#) and learn more about special offers, including the IHOP Anniversary Event featuring a 60-cent short stack of pancakes on July 17, available in-restaurant only, visit [IHOP.com](#).

**Guests can receive one short stack of IHOP restaurant's Original Buttermilk pancakes for 60 cents on Tuesday, July 17 between 7 am and 7 pm in honor of the brand's anniversary; good for dine-in only at participating restaurants.*

***\$0 DELIVERY FEES PROMOTIONAL TERMS: Free delivery only available by ordering IHOP 'N GO through DoorDash; applies to a purchase of \$10 or more placed between 7/18/2018 and 7/22/2018. See DoorDash for additional details and limitations. Offer, price and participation on all promotions varies by location. Delivery is not available at all IHOP restaurants.*

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).

ABOUT DOORDASH

DoorDash is a technology company that connects customers with their favorite local and national businesses in more than 850 cities across the United States and Canada. Founded in the summer of 2013, DoorDash empowers merchants to grow their businesses by offering on-demand delivery, data-driven insights, and better in-store efficiency, providing delightful experiences from door to door. By building the last mile delivery infrastructure for local cities, DoorDash is bringing communities closer, one doorstep at a time. Read more on the [DoorDash blog](#) or at [www.doordash.com](#).

Statements contained in this press release may constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements involve known and unknown risks, uncertainties and other factors, which may cause actual results to be materially different from those expressed or implied in such statements. You can identify these forward-looking statements by words such as "may," "will," "should," "could," "expect," "anticipate," "believe," "estimate," "intend," "plan," "goal" and other similar expressions. You should consider our forward-looking statements in light of the risks discussed under the heading "Risk Factors," as well as our consolidated financial statements, related notes, and the other financial information appearing elsewhere in our most recent Form 10-K filed with the United States Securities and Exchange Commission and our other filings with the United States Securities and Exchange Commission. The forward-looking statements contained in this report are made as of the date hereof and the Company assumes no obligation to update or supplement any forward-looking statements.



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