



## **IHOP® Announces New 'All You Can Eat Pancakes' Deal With Any Breakfast Combo**

January 2, 2019

**New in 2019, Guests Can Choose from Unlimited Stacks of Delicious Buttermilk Pancakes with a Classic Egg and Meat Combo or Get a Full Order of All You Can Eat Buttermilk Pancakes for Just \$4.99**

GLENDAL, Calif., Jan. 2, 2019 /PRNewswire/ -- IHOP® is starting the New Year off with a delicious tradition by bringing back its wildly popular 'All You Can Eat Pancakes' promotion and this year, IHOP will sweeten the deal. For a limited time, guests can enjoy unlimited refills of the brand's hot, fluffy Buttermilk pancakes with any classic breakfast combo. Guests can also enjoy a full stack of never-ending Buttermilk pancakes for just \$4.99.



The current promotion is available January 2 through February 24, 2019 at participating IHOP restaurants nationwide. Offer is valid per guest, per order, dine-in only and includes a choice between:

- Your favorite of IHOP's hearty breakfast combos with eggs, crispy hash browns and choice of juicy sirloin steak tips, crispy country fried steak, pork sausage, bacon or our best-selling Breakfast Sampler with sausage, ham and bacon – and, for a limited time, the side of Buttermilk pancakes is All You Can Eat. Additional pancakes will be served two at a time. Breakfast combo prices vary by location.\*\*
- 'All You Can Eat' Pancakes for \$4.99 - a full stack of five Buttermilk pancakes followed by unlimited refills of Buttermilk pancakes served two at a time.

"At IHOP we know how to ring in the New Year and what better way to kick off 2019 than by giving our guests the choice between two unbeatable 'All You Can Eat' deals featuring our world-famous Buttermilk pancakes," said Brad Haley, Chief Marketing Officer, IHOP. "Our pancakes and classic breakfast combos are the most frequently-ordered items on our menu, making this the perfect deal for guests looking to get more of what they love as well as more bang for their buck after the holidays."

To promote the campaign, the brand released new creative today by Droga5, including 30-second and 15-second TV spots called 'AYCE Silverware.' The spots, which open at an IHOP restaurant table featuring an endless stack of the brand's world-famous Buttermilk pancakes, offers a humorous solution for how to dig into a pancake stack that's too big of a job for a normal fork and knife. The AYCE campaign will run across fully integrated digital and social channels.

The 'All You Can Eat Pancakes' and 'Sweeten the Deal' promotions are available for a limited time and are dine-in only at participating IHOP locations nationwide now. The offer is valid on Buttermilk pancake orders and does not include any fruit-topped or specialty pancakes.

For more information, images, interview requests or in-studio cooking demos, please contact Alexandra Cano at [ACano@devriesglobal.com](mailto:ACano@devriesglobal.com).

*\*Dine-in only Jan. 2-Feb. 24, 2019. All You Can Eat offer valid per person, per order. All You Can Eat pancake refills are served two pancakes at a time upon request. Available for a limited time at participating restaurants only. Only applies to Buttermilk pancakes.*

*\*\*Breakfast combo offer, price and participation varies by location.*

### **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 (NYSE: DIN).

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Alexandra Cano, DeVries Global, + 1 212-546-8530, ACano@devriesglobal.com