



IHOP® Introduces the Pancizza™ – a Pancake and Pizza Mashup – in Honor of National Pizza Day on February 9

February 7, 2019

This Weekend, Guests Can Grab a Slice at the IHOP Pancizzeria Pop-Up in New York City or Have Individual-Sized Pancizzas Delivered Exclusively Through DoorDash in New York City, Chicago, Dallas and Los Angeles

GLENDAL, Calif.--(BUSINESS WIRE)--Feb. 7, 2019-- Today, IHOP® Restaurants unveiled a never-before-seen food innovation, the Pancizza™, a combination of America's two most favorite round foods – pancakes and pizza -- in one delicious dish. Pronounced *Pan-keet-za*, the limited-time menu item was created by IHOP to commemorate National Pizza Day this Saturday. For one day only, IHOP will take over the legendary New York City pizzeria, Bleecker Street Pizza, and set up a Pancizzeria Shop. Open on Saturday, February 9 from 11am-11pm, visitors to the IHOP Pancizzeria can get a FREE slice of Pancizza in a variety of exclusive pop-up shop flavors.*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190207005149/en/>



Original Buttermilk Pancizza (Photo: Business Wire)

For those who prefer to eat on their couch, IHOP has partnered with DoorDash to exclusively offer delivery of 7" Pancizzas in select restaurants in the Chicago, Dallas, New York City, and Los Angeles areas from February 8-10 for \$0 delivery fee for first-time DoorDash users with the code PANCIZZA.** These individual-sized Pancizzas are available in three flavors – Original Buttermilk, Bacon and Cheddar, and Cupcake – for only \$4.99 and each comes with a variety of signature IHOP syrups. To view participating IHOP Pancizza locations, go to IHOP.com; to place an order download the IHOP mobile app, visit DoorDash.com or the DoorDash mobile app. Additionally, guests across the country can get a \$0 delivery fee on any IHOP 'N GO order of \$10 or more placed through DoorDash from February 8-14, 2019 by using the code IHOPDELIVERY.***

"IHOP has a lot of milestones to celebrate with our delivery program and our largest delivery partner, DoorDash, so what better way to do that than to join in on the National Pizza Day fun with our very own pancake-pizza creation: Pancizza," said Brad Haley, Chief Marketing Officer, IHOP. "After all, pizza was one of the first and still the biggest 'circle in a box' take-out and delivery items in America so, naturally, we thought that we could do our very own IHOP, pancakeified version. Our chefs even came up with three tasty Pancizza flavors: the OG Buttermilk, the sweet Cupcake, and, my personal favorite, the Bacon and Cheddar Pancizza. It's got just the right amount of sweetness from the pancake 'dough' to complement the savory bacon and cheddar toppings. While the Pancizzas are only available in select IHOP locations, our guests can place an order for their favorite menu items at any IHOP restaurant serviced by DoorDash and the delivery fee will be waived for an entire week."

To support the campaign, [a short social film](#) that pays tribute to the best, classic pizza commercials was created. Guests who want to flaunt their love of pancakes and pizza can also purchase a limited edition Pancizza t-shirt from

the PancakeWear Collection at the IHOP Pancizzeria in NYC on Saturday or online at shoppancakewear.com starting today.

The Pancizza activation, created in collaboration with the brand's creative agency, Droga5, also marks another milestone for IHOP as it recently surpassed 1,000 IHOP restaurants available for online ordering and delivery through DoorDash. IHOP announced its national delivery partnership with DoorDash in mid-2018, a first for the brand and part of its 60th anniversary celebration. The number of participating IHOP restaurants available on DoorDash has tripled in just 6 months.

"Our national partnership with DoorDash has been instrumental in helping us grow our IHOP 'N GO online ordering business," continued Haley. "As a

leading online ordering and delivery provider, they have the reach and trusted reputation to get more pancakes to our guests, wherever and whenever that 'pancraving' hits. And, this weekend only, our guests in New York City, Dallas, Chicago and Los Angeles can get an exclusive taste of Pancizza thanks to DoorDash."

"We pride ourselves in partnering with the best restaurants in the country to create unique, memorable delivery offerings for our customers," said Christopher Payne, Chief Operating Officer at DoorDash. "We're thrilled to announce this limited-edition Pancizza with IHOP to take breakfast in bed – or any time of day -- to the next level."

Quantities at both the Pancizzeria Shop and through DoorDash Delivery are limited and only available while supplies last. Learn more at IHOP.com.

**The IHOP Pancizzeria Shop is located at 69 7th Ave South, New York, New York. Guests can receive one free slice of Pancizza, dine-in only on Saturday, February 9, 2019 from 11am-11pm EST. Quantities are limited and available while supplies last. Toppings may vary.*

***\$0 delivery fee with code PANCIZZA. First-time users only. Offer valid 2/8/2019-2/10/19. Limit one per person. Valid only in Dallas, Texas, New York, New York, Chicago, Illinois, Los Angeles, California. Other fees (including service fee), taxes, and gratuity still apply. All deliveries subject to availability. Must have or create a valid DoorDash account with a valid form of accepted payment on file. No cash value. Non-transferable. Use promo code PANCIZZA to redeem. See full terms and conditions at dasherhelp.doordash.com/offer-terms-conditions.*

****\$0 Delivery fee on orders of \$10 or more placed through DoorDash between February 8-14, 2019. Use promo code IHOPDELIVERY to redeem. Other fees (including service fee), taxes, and gratuity still apply. See full terms and conditions at dasherhelp.doordash.com/offer-terms-conditions. Offer, price and participation on all promotions may 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. As of September 30, 2018, there are 1,805 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 3,300 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](http://DoorDash.blog) or at www.doordash.com.

ABOUT BLEECKER STREET PIZZA

Bleecker Street Pizza is a New York pizza mainstay that has been serving authentic, homemade New York style slices from the West Village of Manhattan for 14 years. Recently, the Tuscan-style pizza shop expanded from its walk-up counter to include additional seating for 35-40 dine-in.

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Source: IHOP

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