



IHOP® Introduces Gluten-Friendly Pancakes at Restaurants Nationwide

September 26, 2019

Leading the Way, IHOP is the First National Chain to Add Gluten-Friendly Pancakes to Its Menu

GLENDAL, Calif.--(BUSINESS WIRE)--Sep. 26, 2019-- For more than 60 years, IHOP® has innovated around its namesake and today marks another milestone for the brand with the addition of gluten-friendly* Buttermilk pancakes to the menu. Served hot and perfectly golden, gluten-friendly pancakes are freshly made from a signature batter that blends rice flour, sugar, milk, eggs and other gluten-friendly ingredients to give guests the same great pancake experience without compromising on taste or fluffiness. The new gluten-friendly pancakes are one of several new gluten-friendly options, which also includes gluten-friendly waffles and gluten-friendly Ultimate Steakburgers. The entire gluten-friendly menu is now available at IHOP restaurants nationwide.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190926005116/en/>



According to The NPD Group, three in ten consumers are looking to cut down or avoid gluten completely.** The new gluten-friendly menu items at IHOP directly address this growing lifestyle trend and are not appropriate for people who are allergic or intolerant.

"Gluten-friendly pancakes are one of the most requested menu items from our guests and it was really important to us that we got the recipe just right," said Alisa Gmelich, Vice President, Marketing at IHOP. "Our culinary team outdid themselves coming up with a gluten-friendly batter that addresses this growing lifestyle trend without trading off on the hot, fluffy, deliciousness that only IHOP pancakes deliver. We're proud to be the first national restaurant chain to put a gluten-friendly pancake on the menu, further demonstrating how we're innovating to meet changing guest food preferences. When the craving hits for gluten-friendly pancakes, waffles or an Ultimate Steakburger, we've now got you covered."

IHOP is now serving Gluten-Friendly Pancakes made fresh with a blend of rice flour, sugar, milk, eggs and other gluten-friendly ingredients. (Photo: Business Wire)

Gluten-friendly pancakes and waffles are made with the same rice flour-based batter while gluten-friendly Ultimate Steakburgers include a bun made with a blend of rice flour, milk, egg whites, a touch of honey for sweetness and other gluten-friendly ingredients.

The full gluten-friendly lineup includes:

- **Original Gluten-Friendly Pancakes:** Four fluffy gluten-friendly pancakes topped with real whipped butter. Also available as a combo with a selection of eggs, bacon or sausage and hash browns.
- **Gluten-Friendly Belgian Waffles:** Golden-brown, gluten-friendly Belgian waffles topped with real whipped butter. Also available as a combo, with a selection of eggs, bacon or sausage and hash browns.
- **Gluten-Friendly Ultimate Steakburgers:** Six Ultimate Steakburgers are now available as gluten-friendly options — The Classic, The Classic with Bacon, Mega Monster, Loaded Philly, Jalapeno Kick and Cali Garlic Butter. All gluten-friendly Ultimate Steakburgers include a choice of gluten-friendly sides — French fries, fresh fruit, hash browns or a two-stack of

Original Gluten-Friendly Pancakes.

Gluten-friendly pancakes, waffles and steakburgers are now available at all IHOP restaurants nationwide.** Guests can visit [IHOP.com](https://www.ihop.com) to find their nearest IHOP restaurant and learn more about the new lineup of gluten-friendly items.

**IHOP defines gluten-friendly as menu items prepared without gluten-containing ingredients based on information from our approved suppliers. We do not claim that items marked as gluten-friendly are "gluten free" because we cannot confirm that they meet the FDA's definition of "gluten free" (< 20 parts per million of gluten). Because we have multiple sources of gluten in our shared cooking and prep areas, including common fryer oil, we are unable to guarantee that any menu item can be completely free of gluten or allergens.*

***Source: The NPD Group/Dieting Monitor®, year ending December 2017*

Price and participation may vary.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 61 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, including Ultimate Steakburgers. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of December 31, 2018, there are 1,831 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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