



IHOP® Invites Pancake Fanatics to Dine in the World's Tiniest House of Pancakes

October 16, 2019

A Limited Number of Reservations for the Tiny IHOP Dinner Series will be Available Exclusively to MyHOP Email Club Members Beginning October 24

Plus, IHOP Fans Nationwide can enter for the Chance to Win a Trip to Los Angeles for the Ultimate Tiny IHOP Weekend Experience

GLENDALE, Calif.--(BUSINESS WIRE)--Oct. 16, 2019-- IHOP® is offering fans a once-in-a-lifetime dining experience: a meal in the world's tiniest IHOP restaurant.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20191016005192/en/>



Created in partnership with A&E's "Tiny House Nation," the Tiny IHOP is a mere 170 square feet and equipped with a functional kitchen, pancake griddle, restaurant seating for six and IHOP staples such as a syrup caddy stowed in custom-built shelving. IHOP is opening the miniature restaurant's doors for four nights in December, with a reservation-only dinner series in Los Angeles featuring a one-of-a-kind menu inspired by popular IHOP dishes.

Reservations will be available exclusively to members of [MyHOP](#), the brand's pancake perks email club program. Guests must be signed up for MyHOP by midnight Pacific Time on October 20 to secure a chance to dine at the Tiny IHOP. MyHOP members will subsequently receive an email on October 24 containing instructions on how to book a reservation for two people through Yelp, Tiny IHOP's reservation booking partner. Reservations are first-come, first-served, and access to the event – including dinner – is free with

IHOP is offering fans a once-in-a-lifetime dining experience: a meal in the world's tiniest IHOP restaurant – exclusively available for MyHOP members. Sign up for MyHOP by October 20 to unlock reservations and sweepstakes access. (Photo: Business Wire)

sign-up. Guests can visit ihop.com/en/myhop to register for a MyHOP membership.

The Tiny IHOP Dinner Series will take place Thursday, December 12 through Sunday, December 15 at a secret location in Los Angeles, California with seatings offered at 5 PM, 7:30 PM and 10 PM. Guests will be seated in the Tiny IHOP's four-person communal booth – inspired by classic IHOP restaurant seating – or at its two-person pancake bar overlooking the tiny kitchen.

In addition to being granted reservation access, MyHOP email club members will have a chance to enter the Tiny IHOP sweepstakes where one lucky pancake-lover and a guest will win a two-night, three-day trip to Los Angeles to enjoy a meal in the Tiny IHOP and more. To learn more about Tiny IHOP, how to make a reservation, how to enter the sweepstakes, and the official rules, visit IHOP.com/tinyhouse.

"We have some of the most devoted fans in the world so we are excited to offer our MyHOP email club members a one-of-a-kind IHOP dining experience that they'll never forget," said Brad Haley, Chief Marketing Officer at IHOP. "The Tiny IHOP Dinner Series, which will feature twists on IHOP menu favorites and seat up to six guests at a time, is one of the many exclusive perks that loyal pancake fanatics can expect to see from IHOP in the future."

"Our friends at A&E's 'Tiny House Nation' outdid themselves on this project, creating the world's first International Tiny House of Pancakes – blue roof and all – so that we can offer an intimate dining experience to a select group of our super fans," continued Haley. "Turning a 4,000-plus square foot restaurant into a 170 square foot space certainly poses its own set of challenges, but the team came up with an ingenious design to retain the integrity of a full-sized IHOP while adding new, fun elements for guests to discover in the Tiny IHOP."

"It was an absolute blast to work on this very special and unique Tiny IHOP project," said John Weisbarth, co-host of "Tiny House Nation." "Both Zack and I grew up loving IHOP, so when we had the opportunity to recreate a tiny version of the iconic restaurant, we jumped right in. We feel that the Tiny IHOP really encapsulates both the design and spirit of IHOP restaurants across the country, so we're especially excited for guests to walk in and experience the magic of tiny dining."

The Tiny IHOP is the first restaurant project ever constructed by "Tiny House Nation" hosts John Weisbarth and Zack Giffin and a first-of-its-kind

branded build for A&E Network. Watch three 60-second vignettes of the construction of Tiny IHOP during new episodes of "Tiny House Nation." The vignettes premiered on A&E on October 12, and will air again on October 19 at 9AM on A&E, and October 17 at 8PM on FYI.

"Tapping A&E's enthusiastic audience and expert talent, this three-part approach to storytelling gives IHOP's biggest fans a chance to engage with the brand in a truly authentic -- and delicious -- way," said David DeSocio, Executive Vice President, Ad Sales Partnerships, A&E Networks. "It's a unique on-air and experiential collaboration that brings the best of both brands to the table."

To learn more about the Tiny IHOP Dinner Series, and to review the official rules and sign up for the Tiny IHOP sweepstakes, visit IHOP.com/tinyhouse.

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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