



## IHOP Restaurants Introduce New Brioche French Toast!

April 15, 2013

### A Delicious and Innovative Twist on a Breakfast Classic in Three Great Flavors

GLENDALE, Calif.--(BUSINESS WIRE)--Apr. 15, 2013-- IHOP®, the restaurant known for “Everything you love about breakfast<sup>SM</sup>” is introducing its latest breakfast innovation: Brioche French Toast.

These thick-cut slices of rich round brioche bread are soaked in a lightly-sweetened vanilla batter and grilled to a delicate warm golden crispiness that is perfectly ready to layer with three flavorful varieties of toppings: Bananas Foster, Berry Berry and Peaches & Cream, and will be in restaurants beginning April 15<sup>th</sup>.

“We’re delighted to bring our guests the next generation of French Toast,” said Natalia Franco, Senior Vice President, Marketing, International House of Pancakes, LLC. “They have been coming to IHOP restaurants for years because they know no one makes French Toast like IHOP restaurants can, and they love the way we continually find ways to surprise and delight them. Our new Brioche French Toast is unlike any they’ve ever tasted—it will delight our French Toast fans—and create new ones!”

Brioche French Toast comes in three delicious and distinctively new flavors:

- Bananas Foster Brioche French Toast comes with a New Orleans Foster’s sauce made with sliced bananas, caramelized in a buttery brown sugar glaze, and whipped topping.
- Berry Berry Brioche French Toast layers blueberries and strawberry topping with a luscious dusting of powdered sugar and whipped topping.
- Peaches & Cream Brioche French Toast combines sweetened sliced peaches, honey-roasted pecans and vanilla cream drizzle with a dollop of whipped topping.

Guests may enjoy three slices of Brioche French Toast alone, as a delicious indulgent treat, or as part of an IHOP Combo, with two eggs, done the way they like them, optional choice of crispy bacon, pork sausage links or a grilled ham slice, along with IHOP restaurants' signature golden hash browns.

For more information or to find an IHOP restaurant near you, please visit [www.ihop.com](http://www.ihop.com). Follow IHOP on Facebook at [www.facebook.com/ihop](http://www.facebook.com/ihop).

### ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 54 years, International House of Pancakes, LLC has been a leader and expert in all things breakfast and a leader in family dining. The brand is highly competitive in its menu offering, serving 65 different signature, made-to-order breakfast options as well as a range of meals under 600 calories. Beyond offering “Everything you love about breakfast<sup>SM</sup>,” IHOP® restaurants have a wide selection of popular lunch and dinner items. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of December 31, 2012, there were 1,581 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, and the U.S. Virgin Islands. Under the licensed name IHOP at HOME®, consumers can also enjoy a line of premium breakfast products available at leading retailers. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC and its affiliates. International House of Pancakes, LLC is a wholly-owned subsidiary of DineEquity, Inc. (NYSE: DIN). [www.IHOP.com](http://www.IHOP.com)



Source: IHOP

IHOP  
Craig Hoffman, (818) 637-3603  
or  
Wills Communications, Inc.  
Terry Wills, (310) 546-1212