



## IHOP® Restaurants Introduce Revolutionary New “Waffullicious Waffles,” with Ingredients Baked Right In and On Top, on Sept. 8!

September 9, 2014

**Bac’n’Cheddar and Very Blueberry Cheesecake Waffles—So Delicious They Can Only Be Described as “Waffullicious”—Available for a Limited Time Only**

GLENDALE, Calif.--(BUSINESS WIRE)--Sep. 9, 2014-- When the first IHOP® restaurant opened 56 years ago, right alongside those buttermilk pancakes on the menu was the waffle—crisp, hot and golden brown. And guests loved it.

But it didn’t stop there. Over the past 56 years, IHOP restaurants have been leaders and innovators in bringing what has become one of their most popular items to guests in new and exciting ways. Belgian waffles. Chicken and Waffles. And last year’s Sweet Cream Topped Waffles.

And now, IHOP restaurants have actually taken a giant step in waffle development with “Waffullicious Waffles:” for the first time, those same great ingredients guests love on top of their waffle are now baked right in, so each bite of a “Waffullicious Waffle” is filled with the same terrific flavour inside every bite as well as on top.

“Waffullicious Waffles” come in two distinctive, delicious varieties—one savoury and one sweet:

- **Bac’ n’ Cheddar** : A traditional thick, crispy Belgian waffle with savoury chopped hickory bacon and cheddar cheese baked-in, then topped with bacon pieces.
- **Very Blueberry Cheesecake**: A traditional thick, crispy Belgian waffle with plump blueberries and NY cheesecake pieces baked-in, then topped with cheesecake pieces & blueberries in lightly sweetened syrup.

“Waffles are one of the most popular items on our menu and one of the reasons people come to IHOP—that’s why we’re always looking for innovative and exciting new ways to create them,” said Marie Grimm, VP Culinary and Menu, International House of Pancakes, LLC.

“We’ve served waffles topped with many different ingredients when it suddenly occurred to us:—why not put those ingredients inside the waffle so that it would be full of those delicious flavours in every bite? And from that ‘aha!’ moment, we created an ‘ahh-delicious!’ new treat—but one that’s only available for a limited time, so hurry in!”

“Waffullicious Waffles” will be available in restaurants for a limited time beginning September 8 through November 2, 2014. They can be ordered as a separate menu item, or as a half waffle served with one of IHOP’s famous 2 egg any style made to order combo breakfasts, all served with hash browns:

- Ultimate Bacon & Sausage Combo
- Ham & Eggs Combo
- Bacon & Eggs Combo
- Sausage & Eggs Combo
- Regular Combo
- Egg Combo

### ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 56 years, International House of Pancakes, LLC has been a leader and expert in all things breakfast and a leader in family dining. The chain 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,” IHOP® restaurants have a wide selection of popular lunch and dinner items, as well. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of June 30, 2014, there were 1,632 IHOP restaurants in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, Kuwait, the Kingdom of Saudi Arabia, Bahrain, the Philippines 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). For more information or to find an IHOP restaurant near you, please visit [www.IHOP.com](http://www.IHOP.com). Follow IHOP on [Facebook](#) and [Twitter](#).

Source: IHOP

Wills Communications, Inc.  
Terry Wills or Stephanie Dill  
310-376-6600

[twills@willscom.com](mailto:twills@willscom.com) or [sdill@willscom.com](mailto:sdill@willscom.com)

or

IHOP

Craig Hoffman, 818-512-3626

[Craig.Hoffman@dineequity.com](mailto:Craig.Hoffman@dineequity.com)