



IHOP® Restaurants Support Breakfastarian Community

May 19, 2015

GLENDALE, Calif., May 19, 2015 /PRNewswire/ -- Today, IHOP® Restaurants, the leading restaurant in the family dining category and one that has been famous for serving "Everything You Love About Breakfast" for almost 57 years, announced that it firmly supports breakfastarians and is championing their passion for enjoying traditional breakfast items anytime they choose, especially for dinner.



A community of breakfast lovers, breakfastarians have been creating a buzz on social media recently by encouraging others to spread the word and see the light, eat breakfast at night.

Breakfastarians represent a large percentage of the American population. According to the National Restaurant Association's 2015 Restaurant Industry Forecast, 70 percent of Americans wish that restaurants would serve breakfast all day long.¹

IHOP has been tapping into the philosophy behind the breakfastarian belief that breakfast can be enjoyed day or night since it opened the first restaurant in 1958.

"IHOP restaurants are famous the world over as the expert in breakfast items that guests love, like our legendary buttermilk pancakes, waffles and omelettes, and as the place where you have always been able to go to enjoy a great breakfast any time of day," said Kirk Thompson, Vice President, Marketing, International House of Pancakes, LLC. "So not only are we fully behind the breakfastarian community, you could say that we *are* breakfastarians ourselves."

For more information about the breakfastarian community, visit www.breakfastarian.tumblr.com. You can also follow breakfastarians on twitter at www.twitter.com/Breakfastarians.

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 March 31, 2015, there were 1,650 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. Follow IHOP on [Facebook](#) and [Twitter](#).

1. 2015 Restaurant Industry Forecast. (2015, February 13). Retrieved May 13, 2015, from <http://www.restaurant.org/News-Research/Research/Forecast-2015>



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SOURCE International House of Pancakes, LLC

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