



Scary Face Pancakes Return To Haunt IHOP Restaurants All October Long

October 1, 2015

Scary Face Pancakes Free for Kids Ages 12 and Younger on Halloween Eve, October 30!

GLENDAL, Calif., Oct. 1, 2015 /PRNewswire/ -- Guests might think that IHOP®, stands for "International House of Poltergeists" this October, when Scary Face Pancakes return!



Scary Face Pancakes, one of IHOP restaurants most popular promotions, are available now through October 31 at participating restaurants.

And, for young guests who just can't wait until Halloween to get a treat, on Friday, October 30 from 7 a.m. to 10 p.m. kids ages 12 and younger can dine in at participating IHOP restaurants and enjoy a Scary Face pancake for free!

Each order of frighteningly delicious Scary Face Pancake comes with one fluffy, oversized buttermilk pancake, topped with a bright whipped topping smile and eyes, and strawberry nose. Young guests also receive two mini Oreos® and eight pieces of sweet candy corn that they can use to give their pancake a creative candy face. And, like all other offerings on the Made for Kids menu, Scary Face Pancakes are less than 600 calories!

"We're thrilled to see what creative 'ghoul-icious' pancakes our young guests will come up with this October during one of our most beloved IHOP traditions," said Kirk Thompson, Vice President, Marketing, International House of Pancakes, LLC. "But whether they end up looking frightening, ferocious, or just plain fun, we know our young guests will love eating them no matter what!"

Happy Halloween!

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 57 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 meals under 600 calories. As of June 30, 2015, there were 1,658 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. 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).



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SOURCE IHOP Restaurants

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