



## **IHOP® Restaurants, The Brand That Brought You Breakfast All Day, Brings Back "All You Can Eat Pancakes" Beginning January 4!**

January 4, 2016

### **Begin the Year Right with IHOP Restaurants' World Famous Buttermilk Pancakes -- As Many as You Want, Morning, Noon and Night!**

GLENDALE, Calif., Jan. 4, 2016 /PRNewswire/ -- This January, IHOP restaurants are helping breakfastarians achieve their New Year's resolution – to eat as many of IHOP restaurants' world famous, freshly made for you buttermilk pancakes as often as they wish, any time of day – by bringing back one of the brand's most popular and beloved offers, "All You Can Eat" pancakes.



From January 4 through February 14, guests dining in participating restaurants can order either five famous buttermilk pancakes or a short stack of two pancakes with a combo plate of eggs, golden hash browns and their choice of breakfast meats for breakfast, lunch or dinner - or all three! Once that initial serving of pancakes has been enjoyed, guests can keep a short stack of two buttermilk pancakes coming again and again until they have had...all they can eat!\*

And, because IHOP restaurants believe that guests should be able to have it their way, they can make this offer even sweeter by finishing each stack of pancakes – including each additional short stack – with their favorite fruit topping for one additional cost. Guests can choose to add and switch among the following toppings:

- Strawberries
- Blueberries
- Cinnamon Apples
- Peaches

"Since the moment we opened 57 years ago, our guests have been able to get the perfect breakfast any time of day," said Kirk Thompson, Vice President, Marketing, International House of Pancakes, LLC. "And now, with the return of All You Can Eat pancakes, one of our most beloved traditions, it's even easier for our guests and fellow breakfastarians to get their fill of our warm, delicious buttermilk pancakes, morning, noon and night through February 14 — and what better time to end this promotion than Valentine's Day, when breakfastarians can celebrate their love of IHOP!"

\*Dine-in only, for a limited time, price and participation varies.

#### **ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC**

For over 57 years, International House of Pancakes, LLC 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 as well as meals under 600 calories. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2015, there were 1,667 IHOP restaurants in 50 states and the District of Columbia, Puerto Rico, the U.S. Virgin Islands, and Guam as well as Canada, Mexico, Guatemala, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar and the Philippines. 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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