



IHOP® Proudly Announces the Return of Their Newest Guest Favorite, Double-Dipped French Toast, in Two New Sweet Varieties Starting February 15!

February 15, 2016

Sweet Brioche French Toast Coated in Corn Flakes and Oatmeal. Now in Blackberry & Vanilla or Banana Peanut Butter & Chocolate and for a Deliciously Indulgent Breakfast, Lunch or Dinner!

GLENDAL, Calif., Feb. 15, 2016 /PRNewswire/ -- IHOP restaurants are bringing back their newest innovation, Double-Dipped French Toast-- soft brioche bread first dipped in vanilla batter, then dipped a second time in a coating of corn flakes and oatmeal and griddled perfectly to a crispy golden-brown, raising the bar for French toast at an affordable price. See this delicious treat by visiting: <http://www.ihop.com/about-ihop/tv-commercials>.



Double-Dipped French Toast is yet another example of why America turns to IHOP for breakfast any time of day—and has for over 57 years. When it was introduced last summer, it became one of our most popular dishes, and guests have been eagerly awaiting its return. And it's back in two new sweetly indulgent varieties:

- **Blackberry & Vanilla** – Thick slices of Brioche bread dipped in our vanilla batter, then in cornflakes and oatmeal, griddled, and topped with plump blackberries and drizzled with vanilla sauce.
- **Banana, Peanut Butter & Chocolate** – Thick slices of Brioche bread dipped in vanilla batter, then in cornflakes and oatmeal, griddled, and topped with sliced fresh bananas, chocolate chips and a drizzle of peanut butter sauce.

"Double-Dipped French Toast became an immediate fan favorite when we introduced it last summer, so it was a natural choice to come back to the menu in two fresh, new flavors," said Marie Grimm, Vice President, Menu Development and Innovation, International House of Pancakes, LLC. "The combination of the unique texture of our Double-Dipped French Toast with these exciting new ingredients will create even more fans of this terrific treat, perfect for breakfast all day or night!"

Guests can enjoy two slices of hand-crafted Double-Dipped French Toast any time of day as part of a combo with eggs, done the way they like them, their choice of crispy bacon, pork sausage links or a slice of grilled ham, and IHOP restaurants' signature golden hash browns; or as an entrée stacked three slices high.

Double-Dipped French toast will be available at participating IHOP restaurants between February 15 and April 10, 2016.

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. 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 September 30, 2015, there were 1,667 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, Qatar, the Philippines, Guam 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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