



## IHOP® Restaurants Celebrate Summer With New Pancakes In Fresh Flavors That Evoke A Tropical Island Feel

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**Paradise Pancakes are the Next Wave of Culinary Innovation from the Breakfast Leader and Celebrate the Inspiration Behind the Brand that Launched Almost Six Decades Ago**

GLENDALE, Calif., June 6, 2016 /PRNewswire/ -- School is out, tropical vacations beckon, board shorts and bikinis are packed and ready to go – kick off the start of summer by digging into Paradise Pancakes at IHOP® Restaurants. Available starting June 6 and for a limited time only, Paradise Pancakes are made fresh to order in delectable flavors like Strawberry Passion Fruit, Banana Macadamia Nut, and Pineapple Upside Down.



The latest culinary creation from IHOP, Paradise Pancakes is a delicious tropical tribute to the inspiration behind the brand. In 1957, brothers Jerry and Al Lapin, along with spouses and friends, were having breakfast while on vacation on the island of Oahu, Hawaii. While there, they became enamored with the incredible taste of freshly made pancakes topped with coconut syrup and dreamed up the idea to open a restaurant that would serve innovative, quality breakfast foods all day, every day. A year later, the first IHOP restaurant opened in Toluca Lake, California and now, almost six decades later, the brand continues to offer guests the best breakfast experience.

Today, there are nearly 1,700 IHOP® Restaurants, making it easy for guests who crave the delightful Paradise Pancakes flavors to savor a stack, no matter if they are traveling across the U.S. for a summer vacation or relishing in a *staycation* close to home.

IHOP Paradise Pancakes embrace the founders' passion and include:

- **Strawberry Passion Fruit** – Decadent cheesecake layered between two of IHOP restaurants' signature, made-to-order Buttermilk pancakes and topped with cool strawberries and Passion Fruit drizzle, crowned with whipped topping.
- **Banana Macadamia Nut** – IHOP restaurants' famous Buttermilk pancakes filled with fresh sliced bananas, drizzled with Butter Rum sauce and topped with toasted Macadamia nuts. Adorned on top with whipped topping.
- **Pineapple Upside Down** – Sweet pineapple grilled inside our trademark Buttermilk pancakes and finished with Butter Rum sauce, a maraschino cherry and creamy whipped topping.

"Paradise Pancakes are the perfect way for families and friends to take a bite into summer via a flavor flight to an island adventure," said Kirk

Thompson, senior vice president, marketing for IHOP. "Our taste of the tropics shine brightly as we bring the season of fun and sun into our restaurants and onto your plate!"

Guests can extend their Paradise Pancakes experience with a variety of combo options that include IHOP signature foods like made-to-order eggs, golden hash browns, hickory-smoked bacon and more, along with International House Roast® coffee from the brand's Never-Empty Coffee Pot®. With the majority of IHOP Restaurants open 24 hours a day, it's easy for friends and families to get away from it all whenever they need a tropical escape.

Paradise Pancakes will be available all day, every day at participating IHOP restaurants now through July 31, 2016.

#### **ABOUT IHOP RESTAURANTS**

For more than 57 years, IHOP 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 March 31, 2016, there were 1,684 IHOP restaurants in 50 states and the District of Columbia, Puerto Rico 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 DineEquity, Inc. (NYSE: DIN) and its affiliates.



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Terry Wills, Wills Communications, Inc., 310-376-6600, [twills@willscom.com](mailto:twills@willscom.com); Stephanie Peterson, IHOP Restaurants, 818-637-3079, [Stephanie.Peterson@ihop.com](mailto:Stephanie.Peterson@ihop.com)