IHOP® Restaurants Celebrate 58 Years With 58-Cent Short Stacks Of Its World-Famous Original Buttermilk Pancakes On July 12

July 7, 2016

Families and friends have made memories while enjoying innovative breakfast foods all day, every day since the Family Dining leader first opened its doors in 1958

GLENDALE, Calif., July 7, 2016 /PRNewswire/ -- In celebration of its 58th anniversary, IHOP® Restaurants and its franchisees will offer guests a short stack of its world-famous Original Buttermilk Pancakes for only 58 cents on July 12 from 7 a.m. to 7 p.m. at participating restaurants*. The promotional anniversary price is actually four cents less than what the pancakes cost in 1958 when brothers Al and Jerry Lapin and partners opened the first International House of Pancakes in Toluca Lake, Calif., a suburb of Los Angeles.

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Known for culinary innovation, the traditions that began with the original IHOP Restaurant continue today as the brand and its franchisees welcome in guests, their families and their friends to enjoy signature breakfast foods and more, customizable by order and available any time of the day, every day. Today, the undisputed breakfast leader celebrates almost six decades of being a part of communities around the world, with close to 1,700 restaurants in total and a presence in every U.S. state, the District of Columbia, Mexico, the Philippines, the United Arab Emirates and many other global locations.

"We are proud that for 58 years, IHOP and our franchisees have offered our guests the best, made-to-order breakfast all day, every day," said Darren Rebelez, president of IHOP. "Our focus on fresh, innovative food served in a welcoming setting where our guests can create a lifetime of memories with family and friends is apparent in everything we do as a brand."

The originator of all-day breakfast, IHOP and its franchisees have invited guests to enjoy made-to-order, world-famous Original Buttermilk Pancakes, hickory-smoked bacon, fluffy omelettes, International House Roast® coffee served in its Never Empty Coffee Pot® and more delicious foods and beverages every day since opening. While Original Buttermilk Pancakes continue to be one of the most popular IHOP menu items with more than 700 million sold each year, the brand has also brought fans distinctive, limited-time favorites over the years, like Rooty Tooty Fresh 'N Fruity®, Stuffed French Toast, Double Dipped French Toast, and Criss-Croissants™ — 27 layers of flaky croissant dough baked in a waffle iron and filled with delectable flavors like Meyer lemonade cream, then topped with sweet blackberries.

Now through July 31, guests can enjoy the latest "only at IHOP" creation, Paradise Pancakes in three tropical flavors — Strawberry Passion Fruit, Banana Macadamia Nut, and Pineapple Upside Down — reimagined from the Hawaiian vacation breakfast that served as the inspiration for IHOP Restaurants.

"IHOP and our franchisees are committed to delivering on the brand promise our founders envisioned when they introduced IHOP to the world in 1958: create value for our guests by providing an exceptional dining experience at any time of every day," continued Rebelez. "As we look to introduce more guests to the IHOP experience year after year, this continues to be our guiding principle."

Participation varies. Dine-in only. Limit one per person.

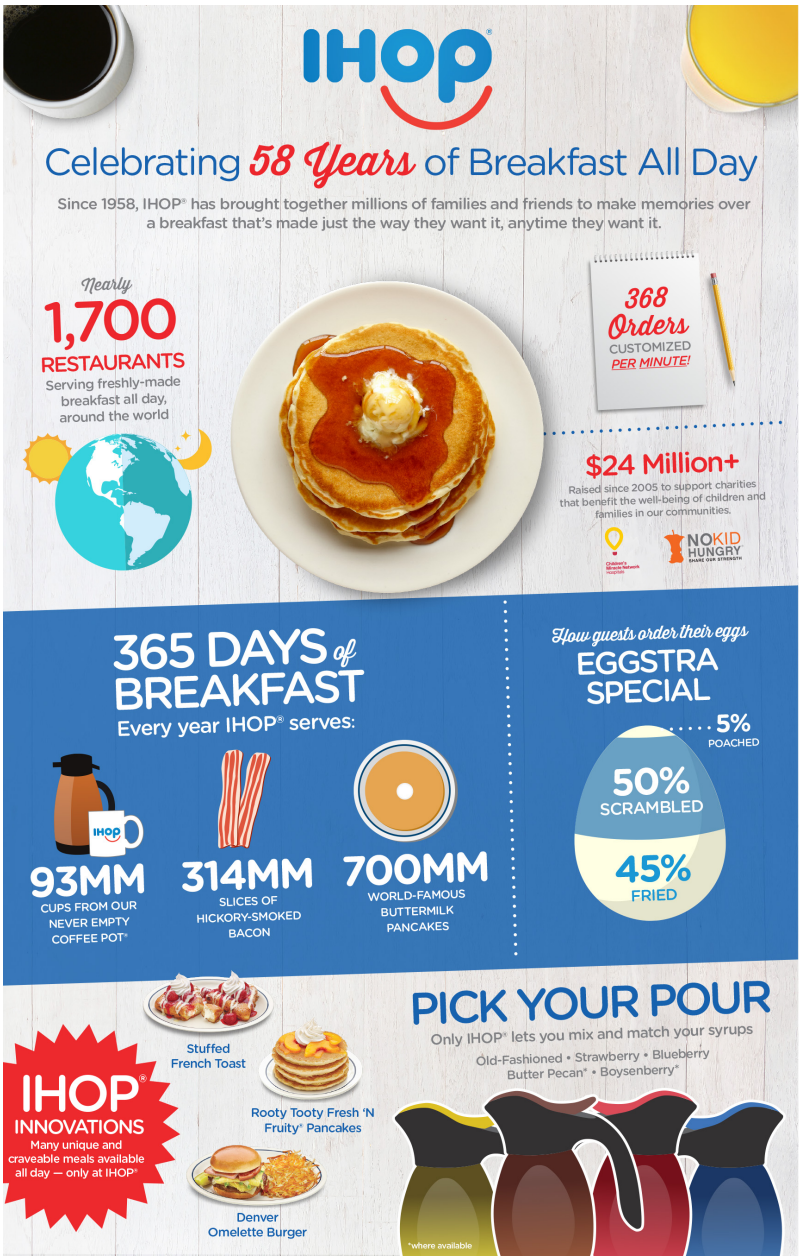
ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC
For 58 years, IHOP has been a leader, innovator and expert in all things breakfast, any time of day. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items as well as meals under 600 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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SOURCE IHOP Restaurants LLC

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