



## Deciding Between Sweet And Savory Just Got Harder With IHOP® Restaurants Introducing New Delectable Criss-Croissants® Flavors

August 1, 2016

**The Breakfast Leader Is Also Helping Families Stretch Dollars When Enjoying Dinner Together With a Kids Eat Free Offer From 4-10 p.m. Every Day from August 1 Through September 25**

GLENDALE, Calif., Aug. 1, 2016 /PRNewswire/ -- Starting August 1, the buttery goodness of Criss-Croissants® — croissant pastry dough waffled to a golden brown, filled with craveable, sweet or savory ingredients and found only at IHOP® Restaurants — is back in three new flavors for a limited time. Known for serving signature, freshly made breakfast creations any time of day, every day, IHOP invites families to make the most of the final days of summer by enjoying Criss-Croissants, world-famous Buttermilk Pancakes, hand-seasoned 100% USDA beef burgers and more for dinner — now with the added bonus of Kids Eat Free® from 4-10 p.m. every day through September 25 at participating IHOP restaurants.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/74280519-ihop-criss-croissants/>

Criss-Croissants — the one-of-a-kind dish that revolutionized the breakfast experience and delighted guests when first introduced last year — are made from 27 layers of flaky croissant pastry dough that is waffled and stuffed with new, mouth-watering flavor combinations like:

- **Salted Caramel and Banana** – cool dulce de leche cream and sliced, fresh bananas followed with a drizzle of salted caramel sauce
- **Strawberries and Sweet Cream Cheese** – filled with sweet cream cheese and topped with sweet, glazed strawberries
- **Spinach & Roasted Red Pepper** – fluffy scrambled eggs, fresh spinach and roasted red peppers topped with white Cheddar and parmesan cheeses and a drizzle of hollandaise

"For almost six decades, IHOP has welcomed families into our restaurants to enjoy the freshly made breakfast foods, beverages and more they want at any time of day, every day, and can be found only at IHOP," said Kirk Thompson, senior vice president, marketing for IHOP. "We're proud to create dishes that delight our guests and tap into their food and beverage cravings; Criss-Croissants, made from 27 layers of buttery pastry dough that is waffled, stuffed and topped with incredible flavor combinations like bananas and salted caramel or scrambled eggs, spinach, roasted red peppers and two kinds of cheese, perfectly demonstrates our promise to always serve guests something special at IHOP."

Busy families preparing for the start of school can take time to enjoy dinner together and have money left over for backpacks and books thanks to a limited time offer where kids 12 and under eat free with the purchase of adult entrées. The free kid's meal offer is available every day from 4-10 p.m. through September 25 at participating IHOP restaurants and includes dishes from the "Made for Fun" kid's menu, including the new Cheesy Cheese Pizza, which starts with an "only-at-IHOP" Criss-Croissant crust that's topped with tangy marinara sauce and melted Monterey Jack and Cheddar cheeses.

Other kid's menu favorites like the Silver 5 — five of IHOP's silver dollar-sized world-famous Buttermilk Pancakes served with a scrambled egg and hickory-smoked bacon — and Jr. Chicken and Waffles — two all-white meat chicken strips paired with two Belgian waffle quarters and served with whipped butter and choice of dipping sauce — mean there's lots of breakfast, lunch and dinner foods for kids to choose from.

"IHOP and our franchisees know that family members want to spend more time with each other, and with Kids Eat Free from 4-10 p.m. daily, parents can make memories with their children while savoring the made-to-order signature foods and beverages IHOP is known for — and put the money they save toward all those school supplies," continued Thompson.

Criss-Croissants and Kids Eat Free are available August 1 through September 25. Please visit [www.ihop.com](http://www.ihop.com) for more information or to find the nearest IHOP restaurant.

*\*Valid August 1 – September 25, 2016. Receive one free kid's entrée with the purchase of each adult entrée. Free entrée valid for kids 12 and under on items from the "Made for Fun" kid's menu, for a limited time at participating locations only. Drinks not included unless otherwise specified. Not valid with any other discounts or coupons. Dine-in only.*

### 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.



To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/deciding-between-sweet-and-savory-just-got-harder-with-ihop-restaurants-introducing-new-delectable-criss-croissants-flavors-300304665.html>

SOURCE IHOP Restaurants LLC

Stephanie Peterson, IHOP Restaurants, 818-637-3079, Stephanie.Peterson@ihop.com; Terry Wills, Wills Communications, Inc., 310-376-6600, twills@willscom.com