



The Delicious Smell Of Autumn Is In The Air: IHOP® Restaurants Introduce Seasonally-Inspired Apple Ring And Pumpkin Spice Pancakes

September 26, 2016

Guests are Invited to "Eat Up Every Moment" with Loved Ones While Savoring Only-at-IHOP Breakfast Dishes, Served Any Time of Day

GLENDALE, Calif., Sept. 26, 2016 /PRNewswire/ -- Wafting scents of cinnamon, nutmeg and baked apples evoke fond memories of fall family traditions and time spent around bonfires, playing in leaf-filled backyards and picking pumpkins. Now, IHOP® Restaurants has reimagined these craveable seasonal tastes as Pumpkin Spice Pancakes and a first-of-its-kind culinary creation, Apple Ring Pancakes. Starting today, the brand invites guests to make breakfast a new fall tradition and to "Eat Up Every MomentSM" at IHOP with someone special. The playful phrase is a nod to the many life moments – big and small – that guests enjoy every day in IHOP restaurants as well the driving force behind the breakfast leader's new advertising campaign.



Starting September 26, both pancake flavors will be available for a limited time at participating IHOP restaurants across the U.S.:

- **Pumpkin Spice Pancakes** – A perennial IHOP fan favorite, Pumpkin Spice Pancakes bring back memories of hot pumpkin pie baking in the oven. This offer features three pancakes made with real pumpkin, cinnamon, ginger and nutmeg and crowned with creamy whipped topping.
- **NEW! Apple Ring Pancakes** – Reminiscent of grandma's best apple desserts, the new Apple Ring Pancakes feature three Silver Dollar Buttermilk pancakes with a Gala apple ring griddled inside, then topped with cinnamon sugar, creamy cinnamon apple butter and garnished with a grilled apple slice.

"IHOP and its franchisees love bringing guests new food experiences like Apple Ring and Pumpkin Spice Pancakes, which are all at once delightful, delicious and comforting – and that can only be enjoyed at IHOP," said Kirk Thompson, Senior Vice President, Marketing for IHOP. "A warm, seasonally-inspired breakfast a cool fall day, be it morning, noon or night, is the perfect centerpiece for gathering friends and family to savor all of life's everyday moments and start a new fall tradition."

For nearly 60 years, IHOP, the originator of breakfast served any time of day, every day, has been bringing guests more than 100 signature foods and beverages and unique, made-to-order limited time menu items. Apple Ring Pancakes and Pumpkin Spice Pancakes are available September 26 through November 13 at participating IHOP restaurants nationwide.

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 June 30, 2016, there were 1,685 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, The Philippines, and Panama. IHOP restaurants are franchised and operated by Glendale, Calif.-based DineEquity, Inc. (NYSE: DIN) and its affiliates.

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SOURCE IHOP Restaurants

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