



## No Tricks, Just Treats: Free Scary Face Pancakes At IHOP® Restaurants on Halloween

October 25, 2016

**On October 31, Kids 12 and Under Can Enjoy a Free Scary Face Pancake from 7 a.m. to 10 p.m. at Participating IHOP Restaurants Nationwide**

GLENDALE, Calif., Oct. 25, 2016 /PRNewswire/ -- This Halloween, IHOP® Restaurants invites families to stop in and enjoy a deliciously spooky breakfast together at any time of day. To celebrate the holiday, IHOP is giving away a free Scary Face Pancake to kids 12 and under on Monday, October 31 from 7 a.m. to 10 p.m. at participating restaurants nationwide.



Scary Face pancakes encourage kids to make their own monster masterpiece using one of IHOP restaurant's world-famous, hot-off-the-griddle Buttermilk Pancakes, whipped topping, a strawberry nose and a side of OREO® cookies and candy corn.

"Halloween is the perfect backdrop for more of those great family rituals that last long into adulthood, from carving pumpkins together to trading treats with siblings and friends. We're thrilled that the fun of celebrating Halloween has also come to include sharing a freshly made IHOP breakfast – served morning, noon and night -- for so many families," said Kirk Thompson, Senior Vice President, Marketing at IHOP. "Our free Scary Face Pancake offer for kids 12 and under also has the added value of saving guests money and effort when it comes to mealtime, allowing more time for family fun."

Also at IHOP for a limited time is seasonal favorite, Pumpkin Spice Pancakes\* and a unique culinary creation, Apple Ring Pancakes\*\*, which features 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, the originator of breakfast served any time of day, every day, has been bringing guests together for signature breakfast, lunch and dinner foods and beverages as well as unique, made-to-order limited time menu items for nearly 60 years.

Scary Face Pancakes are available at participating IHOP restaurants every day until October 31 with the free offer limited to October 31 from 7 am – 10 pm for kids 12 and under.

Please visit [www.ihop.com](http://www.ihop.com) for more information or to find the nearest IHOP restaurant.

*\*Available until December 18, 2016*

*\*\*Available until November 13, 2016*

### **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.

Logo - <http://photos.prnewswire.com/prnh/20150529/219581LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/no-tricks-just-treats-free-scary-face-pancakes-at-ihop-restaurants-on-halloween-300350342.html>

SOURCE IHOP Restaurants

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