



It's Finally Here! IHOP® Restaurants Brings Back 'All You Can Eat Pancakes' For The Month Of January

January 4, 2017

For a Limited Time, Breakfast Lovers Can Enjoy As Many of the World's Most Delicious, Fluffiest Buttermilk Pancakes They Want at an Incredible Value at IHOP Restaurants Nationwide

GLENDAL, Calif., Jan. 4, 2017 /PRNewswire/ -- The anticipation has been building since fans took to social media last year to beg IHOP® Restaurants to bring back 'All You Can Eat Pancakes.' So, to thank loyal Breakfastarians everywhere, today IHOP announced the return of this wildly popular promotion, which lets guests dig into unlimited orders of its freshly made, world-famous Buttermilk Pancakes for a great price* throughout the entire month of January!



Just in time to gather family and friends and celebrate the New Year, IHOP's 'All You Can Eat Pancakes' offer features a great value on the fluffy, golden pancakes that set the breakfast standard almost six decades ago. After enjoying a full stack of five Buttermilk pancakes – or a short stack of two pancakes with a combo plate of eggs, golden hash browns and choice of sausage, ham or hickory-smoked bacon – guests can request additional short stacks of two Buttermilk pancakes until they've fulfilled their craving. 'All You Can Eat Pancakes' is available all day, every day for the month of January at participating IHOP restaurants nationwide.

"The best way we know to kick off the New Year is to offer our guests' favorite freshly made breakfast at IHOP's best value. Almost six decades after serving our first stack of delicious, made-to-order Original Buttermilk Pancakes, IHOP continues to bring people together," said Kirk Thompson, senior vice president, Marketing, IHOP. "Every year our guests look forward to IHOP's 'All You Can Eat Pancakes' offer, asking for the return of a great value on our signature pancakes, to be enjoyed any time of day, every day, for the entire month."

**Dine-in only. All You Can Eat offer valid per person, per order. For a limited time. Price and participation varies.*

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 September 30, 2016, there were 1,698 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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