



## **IHOP® Restaurants Is Throwing The Ultimate Pancake Party On July 18 With 59 Cent Pancakes Served Up At Locations Nationwide**

July 5, 2017

### **The All-Day Breakfast Champion Celebrates its 59th Anniversary with an Exceptional Offer on a Short Stack of its World-Famous Buttermilk Pancakes, Available One Day Only from 7 am-7 pm**

GLENDALE, Calif., July 5, 2017 /PRNewswire/ -- When you're the brand that believes every moment is worth celebrating – and that life is better with hot, fluffy pancakes – you mark the milestone with an offer that is as sweet as Butter Pecan syrup. For nearly six decades, IHOP® Restaurants and its franchise operators have been serving up craveable breakfast foods and more, an unmatched family dining experience, and of course, smiles. To celebrate the occasion, guests are invited to visit any of the brand's U.S. locations on Tuesday, July 18 from 7:00 AM to 7:00 PM and enjoy a short stack of its world-famous Buttermilk pancakes\* for just 59 cents.



Founded in 1958 as the International House of Pancakes® in a Los Angeles, California suburb, the brand remains true to its roots by serving guests the best of breakfast all day, every day, including hearty combo meals -- like the Breakfast Sampler which includes two eggs, two hickory-smoked bacon strips, two pork sausage links, two pieces of ham, two fluffy buttermilk pancakes and golden hash browns – as well as imaginative dishes such as the iconic Rooty Tooty Fresh 'N Fruity® and the mouthwatering Cheeseburger Omelette.

"While 59 may seem like an odd, in-between year to commemorate, at IHOP we believe that every moment is worth celebrating, and that every party is better with hot, freshly-made pancakes," said Alisa Gmelich, Vice President of Marketing, IHOP. "Our guests and the love they constantly express for the IHOP brand means the world to us, and to our franchisees, so we're honoring their loyalty by offering our most cherished menu item – a short stack of our world-famous Buttermilk pancakes -- at the exceptional price of just 59 cents during our anniversary event on Tuesday, July 18."

Fun facts: Every year, IHOP serves more than 700 million hot-off-the-griddle world-famous Original Buttermilk Pancakes, 93 million cups of its International House Roast® coffee from never-empty coffee pots and 310 million slices of savory hickory smoked bacon along with an endless combination of customized breakfast, lunch and dinner orders. A growing global brand with more than 1,700 restaurants, the IHOP brand continues to bring its innovative menus to guests around the world, most recently opening its doors in India and Thailand for the first time this spring.

"For close to six decades, IHOP has proudly served as the breakfast champion, welcoming generations of families and friends in to enjoy comforting morning classics and cool, culinary creations that put a fun, playful twist on all-day breakfast – and we're excited to continue building on this brand hallmark for years to come," continued Gmelich.

There's truly no party like a pancake party, and this is one you do not want to miss. The offer features one short stack of three Original Buttermilk Pancakes per person, dine-in only for 59 cents on Tuesday, July 18 from 7:00 AM to 7:00 PM at participating IHOP restaurants nationwide\*. Guests can visit [IHOP.com](http://IHOP.com) to find their nearest [IHOP location](#) and join the celebration.

*\*Offer, price and participation varies by location. For a limited time only.*

#### **ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC**

For 59 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. Today, there are more than 1,700 IHOP restaurants around the world, including restaurants in all 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 International House of Pancakes, LLC

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