



## IHOP® Restaurants Welcomes Back Its Frighteningly Delicious Annual Favorite, Scary Face Pancakes, Free For Kids This Halloween

October 24, 2017

**IHOP is Offering a Free Scary Face Pancake to Children 12 and Under on October 31 from 7am-10pm**

GLENDAL, Calif., Oct. 24, 2017 /PRNewswire/ -- This Halloween, IHOP® Restaurants is bringing back its spooky yearly treat for the youngest guests; Scary Face Pancakes will be free to children ages 12 and under from 7:00 AM to 10:00 PM this Halloween, Tuesday, October 31, at participating IHOP locations nationwide. Halloween and pancake lovers are invited to trick, treat and eat at IHOP, where they will be able to design their own ghostly creation made up of a fluffy, oversized buttermilk pancake with creamy whipped topping and a strawberry nose, as well as mini OREO® cookies and candy corn.



"It's Halloween, go ahead and play with your food!" remarked Alisa Gmelich, Vice President of Marketing, IHOP. "Our guests have come to expect a warm and friendly experience at IHOP every single time they visit, and for Halloween, we take that to the next level. Scary Face Pancakes are our way of bringing fun and creativity to mealtime for our youngest guests, starting with the great tasting, world famous pancakes they know and love. This hands-on food experience encourages kids to be themselves and brings the joy and excitement of the holiday into the booth."

While kids create their own Scary Face at IHOP, parents are invited to enjoy limited time Latte Lover's Pancakes, a "grown up" pancake lineup inspired by the deliciously bold flavors of lattes. Introduced to menus in September, Latte Lover's Pancakes are available in Espresso Mocha Cream, Salted Caramel Java, Double Vanilla and Pumpkin Spice flavors.

Scary Face Pancakes are available the entire month of October and are free to children 12 and under on October 31 from 7:00 AM to 10:00 PM at participating restaurants. Latte Lover's Pancakes, in Espresso Mocha Cream, Salted Caramel Java, Double Vanilla and Pumpkin Spice flavors, are available now through November 12 at participating IHOP restaurants nationwide\*. The new menu items can be enjoyed on their own or as part of a combo meal with the choice of freshly-made eggs, bacon, sausage or ham, and more. Guests can visit [IHOP.com](http://IHOP.com) to find their nearest [IHOP location](#) and join the breakfast movement.

*\* Offer, price and participation varies by location. For a limited time only. Photos of the new limited time menu items and Scary Face Pancakes available by contacting [Snewman@devriesglobal.com](mailto:Snewman@devriesglobal.com).*

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

For nearly 60 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 IHOP Restaurants

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