



IHOP® Offering 58-Cent Pancakes Nationwide on July 16 in Honor of Its Launch In 1958

July 15, 2019

IHOP is Commemorating its Iconic Start as the Family Dining Leader by Serving Short Stacks of its World-Famous Buttermilk Pancakes for Less Than They Cost When the Brand Opened its Doors in 1958

GLENDALE, Calif.--(BUSINESS WIRE)--Jul. 15, 2019-- In 1958, IHOP® first opened its doors to breakfast-lovers everywhere. Since then, the iconic all-day breakfast brand has revolutionized what it means to pancake, serving up millions of World-Famous Buttermilk stacks, burgers, omelettes and more each year. To celebrate IHOP's birth year of 1958, IHOP is serving 58-cent short stacks of its Original Buttermilk pancakes on Tuesday, July 16 from 7am – 7pm at restaurants nationwide*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190715005042/en/>



To celebrate IHOP's birth year of 1958, IHOP is serving 58-cent short stacks of its Original Buttermilk pancakes on Tuesday, July 16 from 7am – 7pm at restaurants nationwide.

"This has been another incredible year for the IHOP brand and we're celebrating by giving our loyal guests a can't-beat deal on the pancakes that made us famous," said Alisa Gmelich, Vice President of Marketing, IHOP. "For more than six decades we've

focused on innovation across our menu and as well as how we can bring the best all-day breakfast foods and more to millions of guests every day. Whether guests visit us at an IHOP restaurants or choose to order takeout and delivery, they'll get the same incredible dining experience we've been known for since 1958."

Brothers Al and Jerry Lapin established IHOP in 1958 after finding inspiration in the tropical tastes of coconut syrup and dreaming up the idea of a local restaurant centered around pancakes. What started with one restaurant in Toluca Lake, CA, a suburb of Los Angeles, has today grown into an iconic American brand with more than 1,800 franchised restaurants stretched across the U.S. and around the world.

Guests can receive one short stack of three Original Buttermilk pancakes per person, dine-in only, for 58 cents on Tuesday, July 16 from 7am to 7pm at participating IHOP restaurants nationwide*. Visit IHOP.com to find the nearest [IHOP location](#).

**Offer, price and participation vary by location.*

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For 61 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 December 31, 2018, there are 1,831 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, Panama, Lebanon, the Kingdom of Saudi Arabia, Kuwait, the United Arab Emirates, Bahrain, Qatar, Thailand and India. IHOP restaurants are franchised by affiliates of Glendale, Calif.-based Dine Brands Global, Inc. (NYSE: [DIN](#)).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20190715005042/en/>

Source: IHOP

Sami Newman
DeVries Global
+ 1 212-546-8510
SNewman@devriesglobal.com

Stephanie Peterson
IHOP Restaurants
+ 1 818-637-3079
Stephanie.Peterson@ihop.com