



## IHOP® Introduces Cereal Pancakes: Eye-Catching and Delicious Limited-Time Menu Also Includes Cereal Milkshakes

March 2, 2020

The Nostalgic Cereal Pancake and Milkshake Lineup Features Pairings with Cinnamon Toast Crunch™, Cap'n Crunch's Crunch Berries® and Fruity Lucky Charms™, Plus a Kids Eat Free Offer

GLENDAL, Calif.--(BUSINESS WIRE)-- IHOP is serving up that "Saturday morning feeling" all week long with a new limited-time menu of Cereal Pancakes and Shakes. The IHOP culinary team joined forces with Cinnamon Toast Crunch™, Cap'n Crunch's Crunch Berries® and Fruity Lucky Charms™ to create a pancake and milkshake lineup full of wow-worthy flavors, eye-catching colors and plenty of cereal to add that familiar crunch to your breakfast.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200302005012/en/>



IHOP is serving up that 'Saturday morning feeling' with a new, limited-time Cereal Pancakes & Shakes menu, featuring Cinnamon Toast Crunch™ Pancakes, Cap'n Crunch's Crunch Berries® Pancakes and Fruity Lucky Charms™ Pancakes. (Photo: Business Wire)

Available at IHOP restaurants now through April 12, the Cereal Pancakes and Shakes menu uses ingredients that are both innovative and nostalgic and have never been used before in combination with IHOP's World Famous™ buttermilk pancakes. Some of the most fun

ingredients include cereal milk mousse, a silky cream that tastes like the sweet milk that's left over after eating a bowl of cereal, and blue vanilla sparkle sauce, which will just have to be seen to be believed.

The full Cereal Pancakes and Shakes lineup includes:

- **Cinnamon Toast Crunch™ Pancakes:** Buttermilk pancakes with cinnamon spread, Cinnamon Toast Crunch™ cereal, cream cheese icing, a crown of whipped topping and cinnamon sugar
- **Crunch Berries® Pancakes:** Buttermilk pancakes with cereal milk mousse, blue vanilla sparkle sauce, Cap'n Crunch's Crunch Berries® cereal and a crown of whipped topping
- **Fruity Lucky Charms™ Pancakes:** Buttermilk pancakes with cereal milk mousse, vanilla sauce, Fruity Lucky Charms™ cereal and a crown of sweet purple whipped icing
- **Cinnamon Toast Crunch™ Milkshake:** Premium vanilla ice cream blended with Cinnamon Toast Crunch™ cereal, topped with a crown of whipped topping, more cereal and cinnamon sugar
- **Crunch Berries® Milkshake:** Premium vanilla ice cream blended with Cap'n Crunch's Crunch Berries® cereal, drizzled with blue vanilla sparkle sauce and topped with whipped topping and more cereal
- **Magical Marshmallow Kids Combo:** One buttermilk pancake topped with vanilla sauce, marshmallow cereal and sweet purple whipped icing, with one scrambled egg, one bacon strip and one pork sausage link
- **Berry-tastic Crunch Kids Combo:** One buttermilk pancake topped with blue vanilla sparkle sauce, crunchy berry cereal and whipped topping, with one scrambled egg, one bacon strip and one pork sausage link

IHOP is also giving parents another big reason to visit – Kids Eat Free is back. Now through April 12, kids 12 and under eat free with the purchase of one adult entrée every day from 4-10 p.m.\*

To celebrate St. Patrick's Day later this month, IHOP is making the luckiest day of the year even luckier with \$1 St. Paddy's Day Cakes available from 7 a.m. to 7 p.m. on March 17. St. Paddy's Day Cakes are short stacks made of two fluffy Irish-green pancakes topped with sweet cream cheese icing, Fruity Lucky Charms™ cereal and a crown of whipped topping.

"Shortly after our test kitchen chefs first began playing with the idea of Cereal Pancakes, we served them to our guests in focus groups and one of the main things they told us was that it made them feel nostalgic for those Saturday mornings watching cartoons and eating cereal when they were kids," said Brad Haley, Chief Marketing Officer at IHOP. "So, while some may see our new Cereal Pancakes menu as the antidote to the 'adulting' phenomenon that many grown-ups complain of today, we see them simply as the delicious combination of two of America's favorite breakfast foods that we didn't know we needed. What's also cool is that they are just as fun to look at as they are to eat ... or *drink* in the case of our new Cereal Milkshakes."

"To help people recall those carefree days of childhood, our creative agency, New York-based Droga5, developed a humorous ad campaign starring IHOP's new CEO, which stands for Child Executive Officer," Haley continued. "Of course, her first big idea is Cereal Pancakes and Shakes – and Kids Eat Free because they don't have any money – followed by a cereal pool for the entire Board of Directors to swim in."

"Cap'n Crunch is all about bringing adventure to the table, and we're thrilled to embark on this new voyage with IHOP, another breakfast icon," said

Kristin Kroepfl, vice president and chief marketing officer at Quaker Foods North America. "We can't wait for people to experience the Crunch they know and love through this creative and flavorful breakfast journey that helps remind people of the simple, delicious joys of Saturday mornings."

"Our cereals are not just for breakfast with milk. Families love the taste of Cinnamon Toast Crunch and Fruity Lucky Charms in a variety of ways throughout the day," says Garren Hamby, Director of Foodservice Sales with General Mills Convenience & Foodservice, which partners with restaurants to provide back-of-house products, recipe inspiration and culinary support. "We are excited to collaborate with IHOP to create the new shakes and pancake dishes for their guests and our fans to enjoy."

To view the Cereal Pancakes and Shakes ad campaigns, click [here](#) and [here](#).

The Cereal Pancakes and Shakes menu is available at IHOP restaurants nationwide from March 2, 2020 through April 12, 2020. For more information or to find the nearest location, visit [IHOP.com](http://IHOP.com).

\*From 4 p.m. to 10 p.m. every day, kids 12 and under receive a free entrée from the kids menu with each purchase of an adult entrée. For a limited time at participating locations. Drinks not included unless otherwise specified. Not valid with any other discounts or coupons. Dine-in only.

\*\*Limited time at participating restaurants. No substitutions. Not valid with other discounts or promotions. Prices may vary, including in Alaska and Hawaii. Dine-in only.

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

For over 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, including Ultimate Steakhburgers. 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](#)).

#### **GENERAL MILLS CONVENIENCE & FOODSERVICE**

The General Mills Convenience & Foodservice division serves the convenience, foodservice and bakery industries by providing quality products from time-trusted brands along with culinary, nutrition education and marketing resources to help operators succeed. Its distinguished brand portfolio includes Big G Cereals, Yoplait, Nature Valley, Gold Medal, Pillsbury, Chex Mix, Bugles, Gardetto's and Annie's. Headquartered in Minneapolis, Minnesota, USA, the division had fiscal 2019 net sales of \$1.97 billion. For more information, please visit [www.generalmillscf.com](http://www.generalmillscf.com).

#### **ABOUT THE QUAKER® OATS COMPANY**

The Quaker Oats Company, headquartered in Chicago, is a unit of PepsiCo, Inc., one of the world's largest consumer packaged goods companies. For more than 140 years, Quaker's brands have served as symbols of quality, great taste and nutrition. Quaker® Oats, Quaker® Rice Cakes and Quaker Chewy® Granola Bars are consumer favorites. For more information, please visit [www.QuakerOats.com](http://www.QuakerOats.com), [www.Facebook.com/Quaker](http://www.Facebook.com/Quaker) or follow us on [Twitter](#) and [Instagram](#) @Quaker.

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