



IHOP Restaurants Add Wines, Beers and Champagne to Menus in Select Locations

August 12, 2021

IHOP Now Offering Guests a Taste of New 'Bubbles, Wine & Brews' Menu

GLENDAL, Calif.--(BUSINESS WIRE)--Aug. 12, 2021-- Today, IHOP® unveiled its new libations menu of 'Bubbles, Wine & Brews,' available at select locations.* The exclusive menu features domestically and locally sourced beers, as well as wine options.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210812005041/en/>



IHOP adds new beverage options (Photo: Business Wire)

- IHOP's savory Sirloin Steak Tips make the perfect pair with Barefoot's smooth Cabernet Sauvignon
- A crisp, clean Corona Extra puts out the flame from IHOP's Spicy Poblano Omelette

[1] IHOP Drinks and Dining Survey was conducted in July 2021 with 1,000 adults 21-70 years old using an online data collection methodology. The responses were collected by Toluna.

For more information, follow @IHOP on Twitter and Instagram.

*Must be 21+. Void where prohibited. Available for dine-in only. Participation may vary.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For more than 62 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 Steakburgers. IHOP restaurants offer

The new menu is available at three select IHOP restaurants in San Diego and New Mexico and will continue expansion to New York, Rhode Island, Maryland, Ohio and more in the coming months. This soft launch allows IHOP to pilot, test and learn from guest receptivity and feedback to optimize the menu rollout and new offerings more broadly.

The 'Bubbles, Wine & Brews' menu includes mimosas and wines from Barefoot by the glass as well as beer from Bud Light, Blue Moon, and Corona. During this test rollout, local IHOP restaurants may also feature locally brewed beer and wines for a curated, local taste of the region. The new beverage menu is available for dine-in only, with prices varying by location.

"Our recent 'Drinks and Dining Survey' [1] unveiled this is the perfect time to launch our alcohol beverage menu and gauge excitement about these new offerings, as 66% of our recent guests and 58% of our younger guests (ages 21-34) have been craving an alcoholic beverage to accompany some of their IHOP favorites," said Jay Johns, President, IHOP. "As we continue to focus and expand on our daytime and evening menu options, adult beverages offer a terrific innovation and evolution to enjoy IHOP for every occasion."

At these select locations, IHOP is proud to offer Barefoot Bubbly Brut, Barefoot Bubbly Chardonnay and Barefoot Cabernet Sauvignon wines produced by E. & J. Gallo Winery, the largest family-owned winery in the U.S.

The new menu is the latest embodiment of IHOP's ongoing commitment to their guests' evolving tastes and transcending beyond breakfast with beverage pairings to elevate every meal. IHOP's culinary team curated a list of their pairings:

- The fizzy zing of a Barefoot Bubbly Brut mimosa cutting through the richness of IHOP's Original French Toast
- Pairing a glass of smooth, medium-bodied Barefoot Chardonnay with the big flavors of IHOP's Southwest Chicken Burrito or Bowl

guests an affordable, everyday dining experience with warm and friendly service. As of December 31, 2020, there are 1,772 IHOP restaurants around the world, including restaurants in all 50 states and the District of Columbia, Puerto Rico and Guam as well as Canada, Ecuador, India, Mexico, Pakistan, Panama, Peru, the Kingdom of Saudi Arabia, and Thailand. IHOP restaurants are franchised by affiliates of Glendale, Calif.-based Dine Brands Global, Inc. (NYSE: [DIN](#)).

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