First Dual-Branded Applebee's® | IHOP® Restaurant in the United States Opens in Texas

February 18, 2025

With 15 locations planned to open, guests in Seguin, Texas are first to have best of both brands under one roof.

PASADENA, Calif.--(BUSINESS WIRE)--Feb. 18, 2025-- Dine Brands Global, Inc., the parent company of Applebee's Neighborhood Grill + Bar®, IHOP®, and Fuzzy's Taco Shop® restaurants, announced the grand opening of its first dual-brand Applebee's | IHOP restaurant in the U.S. in partnership with franchisee Ramzi Hakim Group. The new restaurant opened to the public on Tuesday, February 18, 2025, in Seguin, Texas, just outside of San Antonio.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250218961585/en/



The first dual-branded Applebee's | IHOP restaurant in the country has opened in Seguin, Texas. (Photo credit: Dine Brands Global)

At the dual-branded Applebee's | IHOP restaurant guests can enjoy all the classics from IHOP's world-famous pancakes and breakfast offerings to Applebee's fan-favorite boneless wings, burgers, and appetizers from morning to late-night. The unique menu features beloved items from both brands that can be mixed, matched, and ordered any time of day, including specialty cocktails such as an espresso martini or Irish coffee – all under one roof.* This restaurant also introduces new, exclusive menu items, like the Buffalo Chicken Omelette and Ultimate Breakfast Burger, available only at U.S. dual-branded locations.

"For decades, Applebee's and IHOP have been places where friends gather, families celebrate, and careers begin. Now, with our dual-branded restaurant, we are combining the strengths of both brands to create a unique and innovative dining experience that offers choice, variety, and value to guests," said Dine Brands chief executive officer John Peyton. "Our international success with this concept has shown that our brand menus complement each other, providing something for everyone, from early mornings to late nights. We are excited to bring this new dining option to Seguin and look forward to expanding it to more communities across the country."

When guests walk through the doors of this dual-branded location, they will find two distinct dining areas to choose from—the warm, familiar atmosphere of Applebee's or the bright, cheerful ambiance of IHOP. The shared common areas, including the host stand and bathrooms, create an integrated experience, and the optimized back-of-house and single kitchen, provide operational efficiencies.

"We're thrilled to welcome guests and serve the community of Seguin with all the IHOP items they know and love, while also introducing them to Applebee's selection of lunch and dinner favorites," said Ramzi Hakim, president of Ramzi Hakim Group. "As owners of both IHOP and Applebee's restaurants, we are no strangers to these iconic brands and are honored to open the first U.S. dual-branded location in this great community."

Dine Brands currently franchises 13 international dual-branded locations across Canada, Mexico, Honduras, and the Middle East, as of September 30, 2024. The system is slated to break ground and open 14 more dual-branded locations in the United States through 2026 by transforming existing single-branded restaurants and building new locations from the ground up.

For more information on the restaurant in Seguin, please visit https://restaurants.ihop.com/tx/seguin/breakfast-2777-n-hwy-123-byp-3042 or https://restaurants.applebees.com/tx/seguin/2777-n-hwy-123-byp-74026. For franchising opportunities, please visit https://franchise.ihop.com/en/applebees-co-branded-franchising.

*Must be 21 or older to purchase or consume alcohol.

About Dine Brands Global, Inc.

Based in Pasadena, California, Dine Brands Global, Inc. (NYSE: DIN), through its subsidiaries and franchisees, supports and operates restaurants under the Applebee's Neighborhood Grill + Bar®, IHOP®, and Fuzzy's Taco Shop® brands. As of September 30, 2024, these three brands consisted of over 3,500 restaurants across 19 international markets. Dine Brands is one of the largest full-service restaurant companies in the world and in 2022 expanded into the Fast Casual segment. For more information on Dine Brands, visit the Company's website located at www.dinebrands.com.

About Applebee's

As one of the world's largest casual dining brands, Applebee's Neighborhood Grill + Bar serves as America's kitchen table, offering guests a lively dining experience that combines simple, craveable American fare with classic drinks and local drafts. Applebee's makes it easy for family and friends to connect with one another, whether it's in a dining room or in the comfort of a living room, Eatin' Good in the Neighborhood™ is a familiar and affordable escape from the everyday. Applebee's restaurants are owned and operated by entrepreneurs dedicated to more than serving great food, but also building up the communities that we call home. From raising money for local charities to hosting community fundraisers, Applebee's is always Doin' Good in the Neighborhood®. Applebee's franchise operations consisted of 1,618 Applebee's restaurants in the United States, two U.S. territories and 14 countries outside the United States as of September 30, 2024. This number does not include one domestic Applebee's ghost kitchen (small kitchens with no store-front presence, used to fill off-premise orders) and seven Applebee's international ghost kitchens. Applebee's is franchised by subsidiaries of Dine Brands Global Inc. (NYSE: DIN), which is one of the world's largest full-service restaurant companies.

About IHOP

For more than 65 years, IHOP has been a leader, innovator and expert in all things breakfast, lunch and dinner. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items, including Ultimate Steakburgers, Hand Crafted Melts, Burritos & Bowls and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of June 30, 2024, there are 1,811 IHOP restaurants around the world, including restaurants in all 50 states, two U.S. territories and 13 countries outside the United States. IHOP restaurants are franchised by affiliates of Pasadena, Calif.-based Dine Brands Global, Inc. (NYSE: DIN).

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Media Contact
Susan Nelson
Sr. Vice President, Global Communications
Dine Brands Global, Inc.
Susan.Nelson@dinebrands.com

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