



IHOP Hosts “20K for Pancake Day” Event to Break the GUINNESS WORLD RECORDS™ Title for Most Pancakes Served in Eight Hours

February 24, 2025

On National Pancake Day's 20th Anniversary, Guests Can Visit Participating IHOP Restaurants for a Free Short Stack from 7am to 8pm

PASADENA, Calif.--(BUSINESS WIRE)--Feb. 24, 2025-- Today IHOP announced its goal to break the GUINNESS WORLD RECORDS™ title for the most pancakes served in an eight-hour period, in celebration of the 20th anniversary of National Pancake Day on March 4. The event, dubbed "20K for Pancake Day," aims to serve 20,000 pancakes at the Santa Monica Pier on Saturday, March 1, from 9am to 5pm PT.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250224301449/en/>



IHOP Hosts “20K for Pancake Day” Event to Break the Guinness World Records Title for Most Pancakes Served in Eight Hours (Photo: Business Wire)

“National Pancake Day is a holiday our fans have come to know and love, which is why we wanted to make the celebration even bigger for our 20th anniversary with 20K for Pancake Day,” said Lenna Yamamichi, Vice President, Brand Creative at IHOP. “We’re setting out to officially crown IHOP as the champion of pancakes by breaking the GUINNESS WORLD RECORDS title for the most pancakes served in a single day!”

Leading the pancake-flipping festivities will be IHOP’s own Chef Art Carl and his team who will serve up the brand’s world-famous pancakes to attendees. For every pancake served during the record attempt, IHOP will donate \$1 to Feeding America®, directly supporting the Los Angeles Regional Food Bank and its mission to end hunger in LA County. IHOP invites Los Angeles residents, fans, and friends to come enjoy a serving of world-famous pancakes and take on the GUINNESS WORLD RECORDS challenge in Santa Monica leading up to National Pancake Day.

For those unable to attend the Santa Monica event, pancake lovers can still join the celebration on National Pancake Day, Tuesday, March 4. Guests at participating IHOP restaurants nationwide will receive a free Short Stack of buttermilk pancakes from 7am to 8pm.*

In line with its mission of putting purpose behind its pancakes, IHOP will continue its partnership with Feeding America throughout March. From March 1 to March 31, guests are encouraged to support their local communities by making on-check donations or rounding up their check to help provide meals for people facing hunger.

For more information on National Pancake Day or to find the nearest restaurant, please visit IHOP.com.

**At participating locations. Dine-in only. One free short stack (three buttermilk pancakes) per guest.*

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

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 Steamburgers, Hand Crafted Melts, Burritos & Bowls and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2024, there are 1,809 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).

ABOUT FEEDING AMERICA

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living, and employment. We partner with people experiencing food insecurity, policymakers, organizations, and supporters, united with them in a movement to end hunger. Visit www.FeedingAmerica.org to learn more.

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