



IHOP Unveils Its Most Decadent Stack Yet With the Luxe Dubai Chocolate Pancake — And You Can Try It for Free

July 30, 2025

Here's the Short Stack:

- IHOP is entering the Dubai Chocolate craze with two new limited edition pancake stacks, becoming the first national family dining restaurant to offer the flavor in pancake form.
- Fans of the viral flavor can taste the trend on Monday, August 4 at 12pm local time in NYC, LA, and Austin.
- The first 25 guests in each market will get the chance to try IHOP's most luxurious pancake ever, valued at over \$100, the Luxe Dubai Chocolate Pancakes, for free.
- Guests can also get the original Dubai Chocolate Pancakes for \$13 while supplies last.

PASADENA, Calif.--(BUSINESS WIRE)--Jul. 30, 2025-- Today, IHOP announced it is officially entering the viral Dubai Chocolate conversation by dropping two exclusive pancake stacks on Monday, August 4 at 12pm for guests in New York City, Los Angeles, and Austin while supplies last.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250730176890/en/>



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excitement and garnering viral fame on TikTok," said Chef Art Carl, Vice President of Culinary at IHOP. "Our culinary, marketing, and social teams are consistently listening to social and trends and immediately noticed that guests were craving something more, so we took it up a notch in the test kitchen to deliver an exciting new stack. Inspired by Dubai's iconic decadence and served with IHOP's world-famous comfort, this isn't just a pancake – it's a passport to flavor for our guests stateside."

In just two months, IHOP created the most expensive pancake the brand has ever served – the Luxe Dubai Chocolate Pancake – valued at over \$100. The best part is, the first 25 people who show up at a participating restaurant on Monday, August 4, will have the exclusive chance to taste this stack... for free!* IHOP's Luxe Dubai Chocolate Pancake carries an aura of exclusivity combined with a visual wow-factor that will take guests on a flavor adventure.

- **IHOP Luxe Dubai Chocolate Pancakes:** *Fly to Dubai first class and try our most luxurious pancake ever served! Featuring handmade Madagascar Vanilla whipped cream, a whole Dubai Chocolate bar, edible 24K gold flakes and gold glitter on top of our Dubai Chocolate flavored buttermilk pancakes.*

After the 25 Luxe Dubai Chocolate Pancakes are served, guests can still get a taste of the trend with IHOP's original Dubai Chocolate Pancakes for \$13 while supplies last.

- **IHOP Original Dubai Chocolate Pancakes:** *Our world-famous pancakes took an international trip to Dubai! Crunchy roasted Kataifi, silky smooth pistachio cream & rich hazelnut spread layered between fluffy buttermilk pancakes and topped with chocolate curls, & crushed pistachios.*

You can find the coveted Dubai Chocolate stacks in the following IHOP restaurant locations on Monday, August 4 starting at 12PM local time.

- **New York, NY:** 235-237 E. 14th St., New York, NY 10003
- **Los Angeles, CA:** 913 N San Fernando Blvd., Burbank, CA 91504
- **Austin, TX:** 707 E Cesar Chavez St., Austin, TX 78701

For more information or to find the nearest restaurant, please visit [IHOP.com](https://www.ihop.com).

* No purchase necessary. For details and official rules, visit <https://www.ihop.com/en/specials/dubai-chocolate-pancakes>.

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 Steakhburgers, Hand Crafted Melts,

Burritos & Bowls and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of March 31, 2025, there are 1,814 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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