



IHOP Introducing First Everyday Value Menu, Available Seven Days a Week for Just \$6

September 15, 2025

Here's the Short Stack:

- For the first time, IHOP is introducing an everyday value menu as part of its core offerings.
- The IHOP Value Menu features four complete breakfast meals made fresh on the griddle with quality ingredients and your favorite sides. It is available every day from 7AM to 10PM for only \$6 at participating IHOP restaurants nationwide.
- Guests will go to their "Happy Plates" in a new creative brand campaign, marking a pivot into whimsical, family-focused storytelling designed to resonate with Gen Z and millennial audiences.

PASADENA, Calif.--(BUSINESS WIRE)--Sep. 15, 2025-- Today, IHOP announced that for the first time, the brand is introducing an everyday value menu as part of its core offerings. As guests increasingly prioritize value in their dining choices, IHOP's commitment to everyday affordability reinforces the brand's position as a go-to destination for satisfying, wallet-friendly menu options and experiences. The IHOP Value Menu is now available seven days a week from 7AM to 10PM for only \$6 at participating restaurants nationwide, \$7 in some locations.*

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250915326247/en/>



The IHOP Value Menu features four complete breakfast meals made fresh on the griddle with quality ingredients and your favorite sides.

"At IHOP, we believe great food should be accessible to everyone, every day," said Lawrence Kim, IHOP President. "We know our guests are more value conscious than ever, so the launch of IHOP's Value Menu is a direct response to what they want —

delicious food, variety, abundance, and affordability without compromise, seven days a week. We're 67 years young, and this is just the beginning of a new chapter where we bring fresh energy and continue to delight our guests with the comfort and joy they've come to expect from IHOP."

IHOP's Value Menu features items that guests have come to know and love, including four complete breakfast meals made fresh on the griddle with quality ingredients and your favorite sides.

- **Breakfast Faves Combo:** From sunrise to sunset, this combo hits the spot. Two of our fluffy, world-famous buttermilk pancakes, two eggs and two bacon strips or two pork sausage links.
- **Ham & Cheese Omelette:** A flavor-packed creation that's perfectly portioned for a satisfying meal. Ham, jack & cheddar & white cheese sauce. Served with 2 of our fluffy, world-famous buttermilk pancakes.
- **French Toast Faves Combo:** Craving something sweet and savory? One slice of Classic Thick 'N Fluffy French Toast, two bacon strips or two pork sausage links & two eggs.
- **House Scramble:** Calling all breakfast enthusiasts! Eggs scrambled with chopped hickory-smoked bacon and jack & cheddar cheese. Served with crispy hash browns.

The brand is positioning its new Value Menu as an escape into breakfast bliss via a refreshed creative campaign titled "Happy Plates," including a new TV spot directed by world famous creative visionary Drew Kirsch. The theme inspires whimsical visuals that evoke playful experiences unique to each guest but shared at IHOP; it's where bacon grows on trees, syrup flows like rivers, and pancakes stack higher than your dreams.

"Getting a delicious breakfast for only \$6 is going to make people very happy... you could almost say that we are about to become everyone's happy place. Or rather, their Happy Plates," said Lenna Yamamichi, IHOP VP Brand Creative. "Our creative highlights IHOP's brand story, where a full meal for \$6 offers unbeatable value that takes you to a magical dream-like world inspired by the food you're eating. We're evolving while staying true to what makes us special — a place where everyone feels at home, whenever and however they choose to enjoy their IHOP experience."

For generations, IHOP has been central to memorable moments, welcoming guests to come as they are, at any time. The "Happy Plates" campaign celebrates the self-expression and togetherness that guests feel when dining at IHOP and eating the new Value Menu.

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

* Available every day for a limited time at participating restaurants in the U.S. only. Restaurant hours may vary by location. No substitutions. Not valid with other discounts or promotions. Tax and gratuity excluded. Prices may vary.

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 over 65 different signature, fresh, made-to-order breakfast options and a wide selection of popular lunch and dinner items including Ultimate Steakburgers, Hand-Crafted Sandwiches, Platters and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of June 30, 2025, there are 1,797 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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