



IHOP Teams up With Malik Nabers to Transform Fantasy Football Setbacks Into a Celebration With the Launch of Bottomless Pancakes

January 5, 2026

Here's the Short Stack:

- Starting Monday, January 5, guests can enjoy free Bottomless Pancakes with the purchase of select Breakfast Combos at participating IHOP restaurants nationwide.
- Inspired by the cultural fantasy football craze, IHOP teamed up with professional wide receiver Malik Nabers to transform seasonal heartbreak into a sweet comeback with the 24-Hour Challenge, fueled by Bottomless Pancakes for everyone to enjoy.
- IHOP's iconic syrup caddies are also returning to the table, enhancing the Bottomless Pancake experience with Old-Fashioned, Blueberry, Strawberry, and Butter Pecan flavors.

PASADENA, Calif.--(BUSINESS WIRE)--Jan. 5, 2026-- Today, IHOP is officially flipping the script on fantasy football heartbreak. Inspired by the viral "last-place punishment" trend, IHOP is turning defeat into delicious fun with its 24-Hour Challenge powered by Bottomless Pancakes for all guests to enjoy. Starting Monday, January 5, fans nationwide can score free Bottomless Pancakes with the purchase of select Breakfast Combos, making every play a win.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260105497606/en/>



Inspired by the cultural fantasy football craze, IHOP teamed up with professional wide receiver Malik Nabers to transform seasonal heartbreak into a sweet comeback with the 24-Hour Challenge, fueled by Bottomless Pancakes for everyone to enjoy.

For years, fantasy football leagues across the country have embraced a legendary last-place punishment: spending 24 hours at IHOP, eating nothing but pancakes. Each pancake devoured shaves one hour off the clock. Today, IHOP is turning this challenge into a tasty tradition, celebrating

the trend with Bottomless Pancakes for fantasy league underdogs and pancake lovers alike, whether they're football fans or simply craving IHOP's world-famous pancakes.

"Fantasy football has turned into a cultural obsession rooted in friendly and intense competition, and we saw an opportunity to create real-time engagement by flipping those last-place blues into a winning experience for everyone," said Lawrence Kim, IHOP President. "At IHOP, we're continuing to listen, adapt, and deliver fun in unexpected ways. We love bringing people together over our world-famous pancakes, so transforming a viral challenge into a nationwide celebration felt like the perfect fit. Bottomless Pancakes give everyone, even last place finishers, a reason to smile, and that's what IHOP is all about."

To officially launch Bottomless Pancakes, IHOP has teamed up with professional football wide receiver Malik Nabers to transform last-place punishments into pancake celebrations. After an unfortunate setback of his own this season, Nabers finds wins in every circumstance.

"I'm excited to partner with IHOP to flip the infamous 24-Hour Challenge," said Malik Nabers. "It's the ultimate win for fantasy players and pancake fans out there, like me. Now everyone wins with Bottomless Pancakes."

IHOP is redefining real-time brand engagement by monitoring trending conversations and reacting instantly to viral cultural moments, such as fantasy football punishments. This agile approach keeps IHOP top-of-mind on social platforms where fans connect over football and food. The brand's latest campaign brings this strategy to life with custom content across social and television, including a high-profile ad spot featuring Malik Nabers that debuted during the big Christmas Day game.

IHOP guests can enjoy free Bottomless Pancakes with the purchase of select Breakfast Combos including:

- Breakfast Sampler
- Sirloin Tips & Eggs
- Split Decision Breakfast
- Country Fried Steak & Eggs
- T-Bone Steak & Eggs
- Chicken & Pancakes

IHOP's iconic syrup caddies are also returning to tables nationwide, enhancing the Bottomless Pancake experience with Old-Fashioned, Blueberry, Strawberry, and Butter Pecan flavors.

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

**Bottomless Pancakes apply to select combos only. For a limited time at participating restaurants. Dine-in only. Bottomless Pancakes cannot be combined with any other offer or promotion, including IHOP Rewards Stack Market redemptions. Not valid with IHOP Value Menu, 55+, Omelettes or Kids Menu items. Bottomless Pancakes offer valid per person, per order and includes Buttermilk Pancakes only.*

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 September 30, 2025, there are 1,793 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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IHOP Communications

Media@IHOP.com

Abby Hoffman

DeVries Global on behalf of IHOP

Ahoffman@devriesglobal.com

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