



## Back by Popular Demand: IHOP Takes Viral Dubai Chocolate Pancakes Nationwide

June 24, 2026

### Here's the Short Stack:

- The viral Dubai Chocolate Pancakes are available starting Monday, June 29 at participating restaurants nationwide.
- IHOP is also introducing a new Dubai Chocolate Milkshake, also available nationwide starting June 29.
- The creation of IHOP's Dubai Chocolate Pancakes was rooted in the powerful consumer insight that 87% of Gen Z guests want more global flavors on menus.
- In 2025, IHOP became the first national family dining restaurant to offer the trending flavor to its world-famous pancake lineup. After the original Dubai Chocolate Pancake Stack sold out at all three test locations within 72 hours, IHOP knew it was time to take the flavor nationwide.

PASADENA, Calif.--(BUSINESS WIRE)--Jun. 24, 2026--

They went viral, they sold out, and now they're making a comeback, nationally. Today, IHOP announced it is officially bringing back the viral Dubai Chocolate Pancakes, plus introducing a new Dubai Chocolate Milkshake, available starting Monday, June 29 for guests nationwide. By pairing delicious innovation with familiar favorites, IHOP continues to strike the balance between cultural relevance and menu items that guests already love.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260624585872/en/>



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Jersey, the team created a pancake-inspired take on the Dubai Chocolate bar, sparking an immediate sensation. Soon after, the brand became the first national family dining restaurant to offer the flavor in pancake form at three select locations, introducing a culturally attuned moment designed to meet guests where they are—online, in conversation, and in search of the next indulgent experience.

"What makes something unmistakably IHOP is our ability to blend the comforting, feel-good flavors guests love with the energy of what's shaping culture today," said Samantha Strong, Executive Director of Brand Calendar Strategy at IHOP. "The overwhelming response to our take on Dubai Chocolate last summer showed just how powerful that balance can be. It allows us to meet existing guest demand we see online, while participating in the conversation, reinforcing our strategy of leveraging culturally relevant LTOs and positioning IHOP as a truly craveable destination."

IHOP's Dubai Chocolate offerings include:

- **Dubai Chocolate Pancake Combo:** 2 buttermilk chocolate chip pancakes with rich hazelnut and cocoa spread, creamy pistachio-flavored mousse, crunchy roasted kataifi, & crushed pistachios. Topped with whipped topping. Served with 2 bacon strips or 2 pork sausage links, 2 eggs your way & hash browns.
- **Dubai Chocolate Milkshake:** Hand-scooped premium vanilla ice cream blended with pistachio and chocolate syrups. Topped with whipped topping and chopped pistachios.

In 2025, the original Dubai Chocolate Pancake Stack sold out across all three test locations within 72 hours, and with 87% of Gen Z guests saying they want more global flavors on menus, IHOP knew it was time to roll it out nationally.

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

### 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 March 29, 2026, there are 1,814 IHOP restaurants globally. IHOP restaurants are franchised by affiliates of Pasadena, Calif.-based Dine Brands Global, Inc. (NYSE: DIN).

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