



IHOP Announces the Return of its #1 Requested Menu Item on Social Media, Stuffed French Toast

September 14, 2026

Here's the Short Stack:

- *Fans rejoice! Starting Monday, September 14, guests can order IHOP's beloved Stuffed French Toast at participating restaurants nationwide.*
- *As IHOP's most-requested menu item on social media, Stuffed French Toast is returning in response to years of sustained guest demand and online conversation.*
- *The Stuffed French Toast campaign positions the fan-favorite menu item as an accessible indulgence, celebrating the idea that a little everyday luxury can be found at IHOP.*
- *The spot features "PINKY UP" by KATSEYE.*

PASADENA, Calif.--(BUSINESS WIRE)--Sep. 14, 2026-- Today, IHOP announced the nationwide return of Stuffed French Toast, bringing back one of the brand's most popular and requested breakfast menu items. After years of guest requests across social media, the return of this breakfast classic marks the latest example of IHOP responding directly to guest feedback while expanding the brand's portfolio of signature breakfast offerings.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260914854872/en/>



IHOP announced the nationwide return of Stuffed French Toast, bringing back one of the brand's most popular and requested breakfast menu items.

Since its debut in 2003, Stuffed French Toast has been a guest favorite, earning a permanent spot on IHOP's menu after launching as a limited-time offering. Over the years, the brand has continued to evolve the platform through new flavors,

premium ingredients, and elevated preparation techniques, including the introduction of Thick 'N Fluffy French Toast in 2022 and reclaiming ownership of the category with a complete platform refresh in 2024. Now, after more than two decades of guest love and innovation, IHOP is bringing Stuffed French Toast back as a dedicated menu category, reaffirming its place as one of the brand's most beloved breakfast offerings.

"The return of Stuffed French Toast reflects our commitment to growing the IHOP brand by leaning into what guests love most," said Lawrence Kim, President of IHOP. "We saw years of demand across social media and beyond, and we knew this was the right moment to bring back a fan favorite in a way that feels relevant for today. By pairing a beloved classic with new flavor innovation and a fresh marketing approach, we're creating excitement for longtime fans while introducing a new generation of guests to one of IHOP's most iconic breakfast experiences."

With 75 percent of orders centered around breakfast at any time of day, IHOP continues to innovate through differentiated menu verticals. The new Strawberry Vanilla and Blueberry Vanilla varieties build on the beloved Stuffed French Toast legacy while introducing exciting new flavor experiences. It's a truly pastry-level, nostalgic experience that evokes cherished breakfast memories with a preparation and quality that stands apart in the category.

- **Strawberry Vanilla & Blueberry Vanilla Stuffed French Toast:** 2 triangles filled with sweet cream, dipped and griddled in our vanilla, cinnamon French toast batter. Topped with choice of glazed strawberries or blueberry topping and vanilla sauce.

The return coincides with IHOP's new "Fancy a French Toast?" campaign, a playful, over-the-top creative platform that transforms an everyday breakfast into a moment of accessible luxury. Inspired by the extravagance of the Rococo-era, the campaign embraces the growing "treat yourself" mindset, pairing indulgent visuals with a modern pop sensibility. Through bold, unexpected storytelling, IHOP positions Stuffed French Toast as a crave-worthy indulgence that delivers a luxurious experience without the luxury price tag, proving that guests don't have to spend big to savor something special.

By combining a beloved breakfast favorite with new flavor offerings and a modern marketing campaign, IHOP continues to evolve its menu while staying true to the breakfast experiences guests know and love. The return of Stuffed French Toast reinforces the brand's commitment to building on its breakfast heritage while introducing distinctive offerings that set IHOP apart.

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 June 28, 2026, there are 1,732 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).

BR-IHOP

View source version on businesswire.com: <https://www.businesswire.com/news/home/20260914854872/en/>

IHOP Communications

Media@IHOP.com

Abby Hoffman

DeVries Global on behalf of IHOP

Abby.Hoffman@OMC.com

Source: International House of Pancakes, LLC