



IHOP Spices Up Its Menu in Celebration of Cinco de Mayo

May 2, 2011

Just as Tasty but Easier to Pronounce, IHOP Debuts New Chilaquiles-Inspired Tortilla Scrambles

GLENDALE, CA, May 02, 2011 (MARKETWIRE via COMTEX) --

With ethnic-inspired entrees predicted to be the top breakfast food trend of the year(1), IHOP, one of America's favorite restaurants for breakfast, lunch and dinner, is turning up the heat with Hispanic-flavored dishes headlining its new Double Cheese Scrambles limited time offer. Inspired by the traditional Mexican dish chilaquiles, IHOP's new Tortilla Scrambles feature fluffy scrambled eggs with crispy yet soft tortilla chips, enchilada sauce with melted jack and cheddar cheeses topped with sour cream and chopped green onions.

"Tortilla Scrambles is a great example of how IHOP continually innovates with contemporary flavors to give guests nationwide a taste of something they can't find just anywhere," said Jean Birch, IHOP president. "Served with IHOP's signature pancakes and available to guests for breakfast, lunch or dinner, we're proud to bring this beloved traditional dish to guests in a way that is uniquely IHOP."

Tortilla Scrambles are served as a combination along with two buttermilk pancakes and golden hash browns and the guest's choice of crisp bacon, pork sausage or hearty ham. The Tortilla Dinner Scrambles include a heartier portion topped with the guest's choice of either grilled chicken breast or seasoned steak strips and served with a choice of one of IHOP's signature soups, house or side Caesar salad.

The Double Cheese Scrambles limited time menu also features a Spinach & Cheese Scramble with fresh spinach and melted jack and cheddar cheeses, as well as a Mushroom & Cheese Scramble with sauteed mushrooms and onions with melted jack, Swiss and cheddar cheeses. Both are served with two buttermilk pancakes and golden hash browns and the guest's choice of crisp bacon, pork sausage or hearty ham.

As part of its ongoing efforts to provide guests with choices that meet their dining needs, IHOP also offers a SIMPLE & FIT version of its new Double Cheese Scrambles with the Parmesan & Swiss Scramble. With less than 600 calories, the Parmesan & Swiss Scramble features a blend of parmesan and Swiss cheese, diced tomatoes and scrambled egg substitute and is served with fresh fruit and two buttermilk pancakes.

For more information or to find an IHOP restaurant near you, please visit www.ihop.com. Follow IHOP on Facebook at www.facebook.com/ihop.

ABOUT IHOP

For 52 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. The first IHOP opened in Toluca Lake, Calif. in 1958, and as of December 31, 2010, there were 1,504 IHOPs in 50 states and the District of Columbia, Canada, Mexico, Puerto Rico and the U.S. Virgin Islands. IHOP restaurants are franchised and operated by Glendale, Calif.-based International House of Pancakes, LLC and its affiliates. International House of Pancakes, LLC is a wholly-owned subsidiary of DineEquity, Inc. (NYSE: DIN).

(1) National Restaurant Association, 2011 Food Trends Report

Image Available: http://www2.marketwire.com/mw/frame_mw?attachid=1594780

SOURCE: IHOP