



IHOP's New Caramel Apple Sensations Bring Out the Kid in Everyone

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Apple Fritters, Crisp Crepes and Caramel Harvested at IHOP This Fall

GLENDALE, CA, Aug 29, 2011 (MARKETWIRE via COMTEX) --

IHOP welcomes the apple harvest with its Caramel Apple Sensations, a limited time menu celebrating the delicious flavors of a seasonal favorite. From now until October 2, tart apples perfectly complemented with sweet caramel top new breakfast selections starting at just \$4.99. Guests can fall into a flavor sensation found in the new and unique crisp crepes and warm fritters embodying the seasonal flavors in a whole new way. These creative entrees are a great family value and sure to tickle taste buds as well as stir up sweet childhood memories.

"Enjoying caramel apples is a seasonal tradition that is connected to fun family moments like going to carnivals and preparing for the holidays," said Natalia Franco, senior vice president, marketing for IHOP. "Available only at IHOP, Caramel Apple Sensations are an innovative spin on those familiar flavors we all crave because they instantly put a smile on our face."

Caramel Apple Sensations are served as a combo with eggs and hearty ham, crisp bacon or savory sausage.

-- Caramel Apple Crisp Crepe: A light egg batter crepe with sweet cream cheese filling topped with roasted apples, crunchy honey granola, rich caramel sauce and creamy whipped topping.

-- Apple Fritter: A warm apple fritter topped with cinnamon apple compote, rich caramel sauce and creamy whipped topping.

-- Caramel Apple Pancakes: Two golden buttermilk pancakes, topped with roasted apples, rich caramel sauce and creamy whipped topping.

For those guests looking to enjoy the lighter side of fall flavors, IHOP offers the SIMPLE & FIT Cinnamon Apple Crisp Crepe Combo. The tasty dish includes one delicate egg batter crepe topped with roasted apples, cinnamon sugar and crunchy honey granola, served with scrambled egg substitute and two strips of turkey bacon -- all for only 370 calories.

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 53 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. As of June 30, 2011, there were 1,522 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico and the U.S. Virgin Islands. Under the licensed name IHOP at HOME(TM) consumers can also enjoy a line of premium breakfast products available at a leading nationwide retailer. 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.(R) (NYSE: DIN).

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