



Return of IHOP Holiday Pancakes Signals Start of the Gift-Giving Season

November 2, 2011

Make It an IHOP Day With Delicious, Limited Time Only Holiday Flavors Starting at Just \$4.99

GLENDAL, CA, Nov 02, 2011 (MARKETWIRE via COMTEX) -- Sweet eggnog, spiced pumpkin and cool peppermint, signature flavors nearly impossible to find other times of the year, offer season's greetings with starring roles in IHOP's Holiday Hotcakes. Mouth-watering, indulgent combinations conjure up happy memories and special family traditions with each bite and are now back for a limited time through the end of the year.

"IHOP's Holiday Hotcakes are a festive way to celebrate the season," said Natalia Franco, senior vice president, marketing for IHOP. "Our chefs have creatively captured the delicious, iconic holiday flavors, marrying them with IHOP's signature pancakes for delightful combinations. Starting at just \$4.99, they are a perfect present and fun way to get into the holiday spirit."

Holiday Hotcakes are served a la carte or as part of a combination along with two eggs, golden hash browns and a choice of crisp bacon, savory pork sausage or hearty ham.

- Eggnog Pancakes: Get your eggnog fix -- it's only here once a year. Two fluffy golden pancakes are layered with smooth eggnog cream, spicy nutmeg and sweet cinnamon, crowned with creamy whipped topping, dusted with cinnamon sugar and then topped with butter-rum flavored sauce.
- White Chocolate Chip Mint Pancakes: White chocolate chip and smooth peppermint combine for the perfect holiday treat. Golden buttermilk pancakes are filled with white chocolate chips, topped with crunchy peppermint flakes and creamy whipped topping.
- Pumpkin Praline Pancakes: Enjoy the taste of spiced pumpkin pie without the fuss. Made with real pumpkin, these spiced hotcakes are covered with praline glazed pecans, drizzled in creamy caramel sauce and crowned with a creamy whipped topping.

To satisfy holiday cravings on the lighter side, IHOP features an Under 600 Calories SIMPLE& FIT Pumpkin Pancake Combo featuring two signature pumpkin pancakes, scrambled egg substitute and two strips of turkey bacon.

Starting at only \$4.99, Holiday Hotcakes are available through January 1, at participating IHOPs. For more information or to find an IHOP restaurant, 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. (NYSE: DIN).

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