



## Pop-up IHOP Has Crowds Melting in Times Square

January 17, 2013

**IHOP's Master Chef Hits the Streets with Portable Dining Booth to Test New Griddle Melts**

**IHOP (NYSE: DIN):**



Pop-up IHOP Melts Crowds in Times Square (Photo: Business Wire)

**WHAT:** IHOP® will heat things up in Times Square Friday, setting up an actual restaurant dining booth on the street to welcome passersby to sit down, sample and share their opinions about the company's new Griddle Melts breakfast sandwiches. Real opinions. Real food. And, a chance for real people to be in a national television commercial.

**WHY:** The family-friendly restaurant chain, known for "everything you love about breakfast," will be shooting a commercial to introduce the new menu items set to debut in restaurants nationwide in February,

**WHEN:** Friday, January 18, 9 a.m. to 4 p.m.

**WHERE:** 44<sup>th</sup> & Broadway

**WHO:** IHOP Master Chef Phil Blankenship  
Dailey Advertising

**VISUALS:** Pop-up IHOP booth with hundreds of hungry passersby seeking celebrity in IHOP's new Griddle Melts commercial.

**TASTING:** You are invited to come and cover the event and/or sample IHOP's new Griddle Melts. Present this alert at the front of the line for priority seating.

**GRIDDLE  
MELTS:** IHOP recognized that breakfast sandwiches are the largest selling breakfast item out of the home, with more than 55 billion servings consumed each year. IHOP will introduce Griddle Melts in restaurants nationwide on February 11. The hand-crafted, made-to-order sandwiches on artisan sourdough bread with a choice of three fluffy omelettes, all made and served with fresh ingredients. Griddle Melt varieties include:

- Spinach, Roasted Pepper & Cheese

Sautéed fresh spinach and onions in a fluffy egg omelette topped with roasted red peppers, melted Provolone, Parmesan and Pepper Jack cheeses on grilled artisan sourdough bread. Served with your choice of hash browns, French fries or seasonal fruit.

- Western

Smoked ham and sautéed peppers and onions in a classic omelette, topped with sliced ham, melted American cheese and served on grilled artisan sourdough bread. Served with your choice of hash browns, French fries or seasonal fruit.

- Ham & Egg Melt

Sliced ham and melted Swiss and American cheeses over a fluffy egg omelette served on grilled artisan sourdough bread. Served with your choice of hash browns, French fries or seasonal fruit.

## **ABOUT IHOP**

For 54 years, IHOP has been a leader and expert in all things breakfast and a leader in family dining. The chain is highly competitive in its menu offering, serving 65 different signature, made-from-scratch breakfast options as well as a range of meals under 600 calories. Beyond offering "everything you love about breakfast," IHOP has a wide selection of popular lunch and dinner items, as well. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2012, there were 1,565 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico, the United Arab Emirates, and the U.S. Virgin Islands. Under the licensed name IHOP at HOME® consumers can also enjoy a line of premium breakfast products available at leading retailers. 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).



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130117005322/en/>

Source: IHOP

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