



IHOP Introduces New “Griddle Melts,” Three Custom Made Delicious Breakfast Sandwiches to Savor Any Time of Day

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Large, Hearty and Hand-Crafted Griddle Melts Strengthen IHOP’s Presence in the Lucrative Breakfast Sandwich Market

GLENDALE, Calif.--(BUSINESS WIRE)--Feb. 11, 2013-- IHOP®, known for providing guests with everything they love about breakfast, has just introduced new menu items guests are sure to love: Griddle Melts.



IHOP's new Griddle Melts (Photo: Business Wire)

IHOP’s menu now includes three varieties of Griddle Melt sandwiches, each hand-crafted and made-to-order for each guest, served on artisan sourdough bread with a choice of three fluffy omelets in a

large breakfast sandwich, making each sandwich an excellent value for consumers. Half sandwich servings are also being featured on the menu.

“Breakfast sandwiches are the largest selling breakfast items out of the home, with more than 55 billion servings consumed each year. Our new Griddle Melts bring our guests a breakfast sandwich that lives up to our high standards of excellence and value and they can only be found at IHOP,” said Natalia Franco, Senior Vice President, Marketing, International House of Pancakes, LLC. “Our culinary team has created three delicious varieties of Griddle Melts, each using the finest ingredients, and in a hearty size that requires both hands—even for the half sandwich.

“While others may offer guests breakfast sandwiches that are pre-made in advance, every single Griddle Melt sandwich is custom made for each guest,” Franco continued. “Bursting with flavor, Griddle Melts are a meal in themselves, a hearty breakfast sandwich that our guests will want to sit down and savor. And at \$4.99 for a half sandwich it’s a great value and I encourage guests to try all three before choosing their favorite!”

Griddle Melt varieties include:

- Spinach, Roasted Pepper & Cheese
Sautéed fresh spinach in a fluffy egg omelet topped with roasted red peppers and onions, 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 omelet, 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 omelet served on grilled artisan sourdough bread. Served with your choice of hash browns, French fries or seasonal fruit.

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 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/20130211005283/en/>

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