



## IHOP Launches Pancake of the Month Program Featuring New, Craveable Flavors Each Month, Including a Loyalty Offer for Guests Who Try All Flavors

January 29, 2024

*Guests Have a Whole New Reason to Smile About Pancakes with Debut of Chocolate Strawberry Flavor for Valentine's Day*

PASADENA, Calif.--(BUSINESS WIRE)--Jan. 29, 2024-- IHOP continues its breakfast innovation journey with the launch of its Pancake of the Month program. Pancake of the Month is a new way for guests to enjoy the world-famous IHOP pancakes they know and love in unique, craveable flavor combinations for a limited time each month. Starting on Thursday, February 1 – and on the first of every following month – a new flavor will be available as a full stack, side, or as part of a pancake combo for the calendar month.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240129932646/en/>



IHOP Launches Pancake of the Month Program (Photo: Business Wire)

with chocolate sauce, fresh sliced strawberries, whipped topping, and chocolate chips.

Additionally, guests have an incentive to try each Pancake of the Month flavor with IHOP's new annual loyalty challenge within the International Bank of Pancakes:

- Order the Pancake of the Month two or more times in a month to earn 10 PanCoins for that month.\*
- Order the Pancake of the Month at least once each month for the entire year and receive 100 bonus PanCoins.\*\*

For more information on IHOP's Pancake of the Month program or to find the nearest restaurant, visit [IHOP.com](https://www.ihop.com).

\*For a limited time at participating IHOP restaurants only. Account sign up required. Bonus PanCoins<sup>SM</sup> awarded 7 – 10 business days after the first of the following month. Offer available for dine-in, on the IHOP website or mobile app. Restrictions apply.

\*\*For a limited time at participating IHOP restaurants only. Account sign up required. Offer expires 12/31/24. Bonus PanCoins<sup>SM</sup> awarded 7 – 10 business days after campaign conclusion. Offer available for dine-in, on the IHOP website or mobile app. Restrictions apply.

### ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For more than 65 years, IHOP has been a leader, innovator and expert in all things breakfast, lunch and dinner. The chain offers 65 different signature, fresh, made-to-order breakfast options, a wide selection of popular lunch and dinner items, including Ultimate Steakburgers, Hand Crafted Melts, Burritos & Bowls and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2023, there are 1,794 IHOP restaurants around the world, including restaurants in all 50 states, two U.S. territories and 13 countries outside the

"IHOP is the leader in breakfast, and this program demonstrates our continued efforts and commitment to innovation by providing guests with new ways to try classic favorites and menu trends," said Chef Arthur Carl II, Vice President of Culinary, IHOP. "With Pancake of the Month, our culinary team got creative in the kitchen, and developed a lineup of new flavors that brings IHOP's world-famous pancakes to guests in a fresh way. We had a lot of fun creating the Pancake of the Month flavors and think our guests are going to love trying the new stacks each month."

February is not only the launch of IHOP's Pancake of the Month program, but it is also the month of love... and what better way to celebrate love than with Chocolate Strawberry Pancakes. Guests can enjoy the first Pancake of the Month flavor – Chocolate Strawberry– while supplies last at participating restaurants nationwide. The Chocolate Strawberry full stack is perfect for Valentine's Day, with four chocolate chocolate chip pancakes topped with creamy cheesecake mousse, then drizzled

United States. IHOP restaurants are franchised by affiliates of Pasadena, Calif.-based Dine Brands Global, Inc. (NYSE: DIN).

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IHOP Communications

[Media@IHOP.com](mailto:Media@IHOP.com)

Abby Hoffman

DeVries Global on behalf of IHOP

[Ahoffman@devriesglobal.com](mailto:Ahoffman@devriesglobal.com)

Source: International House of Pancakes, LLC