



## IHOP® Kicks off 2024 With a Rooty Tooty Fresh 'N Fruity® Extravaganza

January 8, 2024

*Starting at \$7, IHOP is Serving Joy This New Year with Classic Breakfast Combo in Fresh New Varieties*

PASADENA, Calif.--(BUSINESS WIRE)--Jan. 8, 2024-- Waffles, French Toast, Crepes and Buttermilk Pancakes galore! Today, IHOP® announces the return of its guest-favorite Rooty Tooty Fresh 'N Fruity Combo, back for a limited time only in exciting new varieties starting at just \$7\*. The nostalgic combo, first launched in the 1980s, is back with a creative twist! IHOP's new Rooty Tooty Fresh 'N Fruity Extravaganza combos are available in classic Strawberry, Blueberry Compote, Seasonal Mixed Berry Topping, or Cinnamon Apple flavors, all of which are high fructose corn syrup-free. Each combo includes your choice of fruit-topped Pancakes, Crepes, French Toast, or a Belgian Waffle with 2 eggs, and either 2 bacon strips or 2 sausage links.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240108082413/en/>



IHOP is Serving Joy This New Year with Classic Breakfast Combo in Fresh New Varieties (Photo: Business Wire)

Flipping expectations is at the heart of what has set IHOP apart for over 65 years, and the brand takes pride in giving guests more ways to enjoy their favorite menu items, beginning with a fresh take on the Rooty Tooty Fresh 'N Fruity for breakfast. In fact, 75 percent of guests come to IHOP for breakfast items all day; it's what the brand does best and is famous for. This year, IHOP's culinary team is working hard to curate a menu pipeline that leverages its breakfast equity to drive innovations for any time of day.

"The New Year calls for experiencing more moments of joy, and IHOP continues to lead with our breakfast equity by reinventing new ways for guests to enjoy their favorite menu items, their way," said Kieran Donahue, Chief Marketing Officer, IHOP. "Currently, over 80 percent of orders at IHOP are customized by our guests. As we continue to evolve our menu to focus on what our guests want, we are focusing on the importance of delivering quality, craveable options like the expansion of our classic Rooty Tooty Fresh 'N Fruity to offer even more value options across dayparts."

Starting January 8 through February 19, guests can also earn extra PanCoins through the International Bank of Pancakes digital rewards program by enjoying IHOP's newest Rooty Tooty Fresh 'N Fruity Combos.\*\*

- Order two Rooty Tooty Fresh 'N Fruit Combos and receive 10 bonus PanCoins.
- Order four Rooty Tooty Fresh 'N Fruit Combos and receive 25 bonus PanCoins.

"Our purpose is to serve more joy to guests every day, and we're excited about offering more options for guests with our Rooty Tooty Fresh 'N Fruity Extravaganza. We strive to ensure that every trip to an IHOP is a memorable one, anchored by delicious food our guests want that's shared with friends and family," said Donahue.

The Rooty Tooty Fresh 'N Fruity Combo is now available at participating locations nationwide starting at \$7. For more information or to find the nearest restaurant, visit [IHOP.com](https://www.ihop.com).

\* Dine-in only. Limited time at participating restaurants in the U.S. Not valid with other discounts or promotions. Tax and gratuity excluded. Pancake Combo available for \$7. Participation and prices may vary, including for other combos and in Alaska and Hawaii.

\*\* For a limited time at participating IHOP restaurants only. Account sign-up required. 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 United States. IHOP restaurants are franchised by affiliates of Pasadena, Calif.-based Dine Brands Global, Inc. (NYSE: DIN).

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