



IHOP Crowns the First Tuesday of March as National Pancake Day, Kicking Off with Free Pancakes & a Mr. Fantasy Meet Up in Hollywood

February 23, 2026

Here's the Short Stack:

- *Free pancakes, real connection.* IHOP's National Pancake Day is on Tuesday, March 3! From 7am through 8pm, guests will receive a free Short Stack of Buttermilk Pancakes when they dine at participating IHOP restaurants nationwide.*
- *IHOP is establishing an ownable, brand-defining moment by designating the first Tuesday of March as its annual National Pancake Day.*
- *Drop the pin.* IHOP is partnering with viral social media personality and musician Mr. Fantasy to amplify National Pancake Day with a meetup experience that brings his online community together IRL. Fans will have the chance to meet Mr. Fantasy at IHOP's Hollywood location on Tuesday, March 3 from 2pm to 5pm PST.
- *Feel good while doing good.* Every \$1 donated in IHOP restaurants on March 3, helps provide at least 10 meals** to local Feeding America® partner food banks.

PASADENA, Calif.--(BUSINESS WIRE)--Feb. 23, 2026-- Today, IHOP is establishing an ownable, brand-defining moment by declaring the first Tuesday of March as National Pancake Day. To officially kick off this annual tradition, IHOP will celebrate National Pancake Day on Tuesday, March 3 by inviting guests to "meet up" at participating IHOP locations nationwide and enjoy a free Short Stack of buttermilk pancakes from 7am to 8pm.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260223909114/en/>



IHOP will celebrate National Pancake Day on Tuesday, March 3 by inviting guests to "meet up" at participating IHOP locations nationwide and enjoy a free Short Stack of buttermilk pancakes from 7am to 8pm.

no pressure, because pancakes just taste better when the table's full."

This year, IHOP is turning up the volume on National Pancake Day by partnering with viral creator and musician Mr. Fantasy, whose wildly shareable social media presence has made him a breakout voice in Gen Z culture. And the hype doesn't stop online — fans will have the rare chance to meet him IRL at IHOP's Hollywood restaurant (7006 Sunset Blvd, Hollywood, CA 90028) on Tuesday, March 3, from 2pm to 5pm PST for an unforgettable "meet up."

"Since my arrival to L.A., IHOP pancakes have been my 'GO TO' breakfast. I was absolutely gobsmacked when they asked to team up for National Pancake Day," said Mr. Fantasy. "Bringing people together in ALL shapes and forms is imperative to my mission here on this giant spinning marble we call EARTH. I can't wait to meetup and share some fluffy stacks of deliciousness... Because nothing, I repeat, NOTHING, hits like pancakes with your favorite people. Love You."

The brand is also launching a lo-fi, street-style campaign where intentionally DIY-looking flyers will appear in high-traffic neighborhoods and community spaces. The aesthetic of this campaign taps into the growing trend of low-tech, analog visuals that resonate with Gen Z and young adults, giving the campaign both cultural edge and grassroots energy.

By hosting meet ups, IHOP is tapping into youth culture's ability to spark trends and drive broad cultural momentum, therefore creating a vibrant sense of community nationwide. This sets the tone for the broader National Pancake Day celebration, turning it into an annual moment of connection and shared experiences centered around free pancakes.

Additionally, giving back to others is part of IHOP's heritage, so in honor of National Pancake Day, the brand invites guests to feel good while doing good by supporting communities in need. Every \$1 donated in IHOP restaurants on March 3 helps provide at least 10 meals** to local Feeding America® partner food banks, turning every stack shared into support for families facing hunger.

For more information or to find the nearest restaurant, please visit [IHOP.com](https://www.ihop.com).

**Dine-in only. Available 7am-8pm. Hours may vary. Limited time at participating restaurants in the U.S. only. No substitutions. Not valid with other discounts or promotions. Tax and gratuity excluded.*

***\$1 helps provide at least 10 meals secured by Feeding America on behalf of local partner food banks. <https://www.ihop.com/en/national-pancake-day>*

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 over 65 different signature, fresh, made-to-order breakfast options and a wide selection of popular lunch and dinner items including Ultimate Steakburgers, Hand-Crafted Sandwiches, Platters and more. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of September 30, 2025, there are 1,793 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).

ABOUT FEEDING AMERICA

Rooted in the voices of neighbors facing hunger, Feeding America® unites the country to ensure everyone has access to food and a thriving future. We support tens of millions of people as part of a nationwide network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs. Powered by leaders and volunteers embedded in local communities, we are one of the nation's most effective food distribution systems to drive immediate impact today—and a catalyst for long-term change through advocating for legislation that improves food security and work to address its factors. We partner with people experiencing food insecurity, policymakers, organizations and supporters, acting united with unwavering commitment to provide nourishing food and work to end hunger at its roots so everyone can live fuller, healthier lives.

Visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more.

BR-IHOP

View source version on [businesswire.com](https://www.businesswire.com/news/home/20260223909114/en/): <https://www.businesswire.com/news/home/20260223909114/en/>

IHOP Communications
Media@IHOP.com

Abby Hoffman
DeVries Global on behalf of IHOP
Ahoffman@devriesglobal.com

Source: International House of Pancakes, LLC