



## New IHOP at HOME Syrups Bring Smiles Home for Breakfast

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### ***IHOP is First National Restaurant Brand to Bring Full Line of Syrups to Grocery Shelves***

GLENDALE, Calif., Apr 24, 2012 (BUSINESS WIRE) --Everyone loves pancakes, and no one knows better than breakfast icon IHOP(R) that great tasting syrup makes for great tasting pancakes. This is why IHOP has announced the launch of new IHOP at HOME(R) Syrups, a full line of syrups that could only come from IHOP, featuring Original, Lite, Sugar Free, as well as signature Rooty Tooty Fresh 'N Fruity(R) Strawberry, and Rooty Tooty Fresh 'N Fruity Blueberry.

"The launch of our new IHOP at HOME Syrups marks another phase in our strategy to further bring IHOP awareness to consumers," said Natalia Franco, IHOP's senior vice president, marketing. "The best way to experience IHOP is at one of our restaurants; with our new IHOP at HOME Syrups, we're bringing our unique flavors to guests who wish to enjoy the IHOP experience in between their visits to our restaurants."

Starting today, the new lineup of IHOP at HOME syrups can be found in the syrup aisle at retail, mass merchandisers and grocery outlets nationwide. IHOP at HOME syrups are not available at IHOP restaurants.

"We feel extremely privileged to be partnering with IHOP to introduce IHOP at HOME Syrups, the most exciting new product to enter the syrup category in years," said Daniel Werther, CEO of Sorbee International, LLC, which holds the licensing rights to produce and distribute IHOP at HOME Syrups. "Consumers love the IHOP brand and these new syrups deliver a combination of taste, quality and variety that is second to none."

For more information about IHOP at HOME, visit [www.IHOPatHOME.com](http://www.IHOPatHOME.com), or like us on Facebook at [www.facebook.com/IHOPatHOME](http://www.facebook.com/IHOPatHOME).

#### **ABOUT IHOP**

For 53 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. As of December 31, 2011, there were 1,550 IHOPs in 50 states and the District of Columbia, as well as in Canada, Guatemala, Mexico, Puerto Rico 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 nationwide. 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).

#### **ABOUT SORBEE**

Sorbee International, LLC is a 35 year old developer, marketer and distributor of branded condiment, confection and snack products worldwide. The company markets its own confection brands (Sorbee(R) and DreamCandy(TM)) as well as those of major consumer-oriented companies through licenses. Sorbee's products are available in North America at grocers, mass merchandisers, club stores, convenience outlets, drug stores, specialty stores and via the Internet. Sorbee International, LLC is a wholly-owned subsidiary of Werther Partners, LLC.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50247783&lang=en>

SOURCE: IHOP

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