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IHOP RESTAURANTS NAME PACIFIC FRUIT PROCESSORS, A DIVISION OF SUNOPTA INC., AS 2013 “VENDOR PARTNER OF THE YEAR”

GLENDALE, CA. – October 8, 2013 -- IHOP® Restaurants named Pacific Fruit Processors, a division of SunOpta Inc., as their “Vendor Partner of the Year” at an awards ceremony during the company’s annual IHOP Franchise Convention held in Orlando, Florida on September 24, 2013.

The Award was presented to the company by Julia Stewart, Interim President of IHOP and Chairman and CEO of DineEquity, Inc., and Mike Leikam, the President and CEO of Centralized Supply Chain Services (CSCS), the organization that oversees purchasing for franchisees of DineEquity’s two restaurant brands, IHOP and Applebee’s.

The “Vendor Partner of the Year” Award is given to that vendor or supplier who has demonstrated a dedication to excellence and service in helping IHOP and its franchisees.

“We specifically call the Award “Vendor Partner” because our relationships with our vendors are very much a partnership,” said Stewart. “They are crucial to ensuring the quality of the dining experience for our customers and it is only through working together with them that we can meet the high standards we set for ourselves and our customers.”

Leikam cited the contribution Pacific Fruit Processors made in the areas of cost optimization, alternate sourcing, innovation and quality assurance, as well as the extraordinary levels they made to globally source additional ingredients when IHOP restaurants new Brioche French Toast proved even more popular than originally projected.

“Pacific Fruit Processors are a role model candidate for what it means to be a true partner to the IHOP system,” said Leikam.

Each year CSCS and IHOP select a Vendor Partner of the Year to recognize excellence in service to the system. 2013 nominees for this award were selected from across the food, non-food and distributor categories.

ABOUT INTERNATIONAL HOUSE OF PANCAKES, LLC

For over 55 years, International House of Pancakes, LLC 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- to-order breakfast options as well as a range of meals under 600 calories. Beyond offering “everything you love about breakfast,SM” IHOP® restaurants have a wide selection of popular lunch and dinner items, as well. IHOP restaurants offer guests an affordable, everyday dining experience with warm and friendly service. As of June 30, 2013, there were 1,593 IHOP restaurants in 50 states and the District of Columbia, as



well as in Canada, Guatemala, Mexico, Dominican Republic, Puerto Rico, Kuwait, the United Arab Emirates, the Philippines 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). For more information or to find an IHOP restaurant near you, please visit www.IHOP.com. Follow IHOP on [Facebook](#) and [Twitter](#).

About SunOpta Inc.

SunOpta Inc. is a leading global company focused on natural, organic and specialty food products. The company specializes in sourcing, processing and packaging of natural and organic food products, integrated from seed through packaged products; with a focus on strategically vertically integrated business models. The Company's core natural and organic food operations focus on value-added grains, fiber and fruit based product offerings, supported by a global infrastructure. The company has two non-core holdings, a 66.1% ownership position in Opta Minerals Inc., listed on the Toronto Stock Exchange, a producer, distributor, and recycler of environmentally friendly industrial materials; and a minority ownership position in Mascoma Corporation, an innovative biofuels company.

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