

FOR IMMEDIATE RELEASE

From the blini to the blintz, the fast-rising Crepe Delicious chain brings an intercultural favourite to Canada, offering quick service food with a finer culinary experience.

Toronto – May 5, 2010

The origin of the delicious crepe has traditional roots in almost every country and culture around the world, including Russia's blini, Germany's pfannkuchen, the Mexican tortilla and the beloved blintz. Now, the specialty Canadian food chain **Crepe Delicious** becomes a household name, as the largest mall-based creperie in the country, bringing quick service food that crosses over into a finer culinary experience.

Founded by entrepreneur and chef **Oded Yefet**, **Crepe Delicious** is committed to healthy eating. The company uses only the finest and freshest ingredients to fill its signature crepes. The crepe itself has only 130 calories and 3.5 grams of fat, and it can be filled with endless possibilities of nutritious choices. In order to ensure the highest quality, the company offers only the best locally procured fruits and vegetables, the finest dressings and sauces, and premium lean meats.

With something for everyone, guests can experience **Crepe Delicious'** wide range of sweet and savoury crepes. Among the most popular are the 'Tutti-Fruitti' made with Nutella, fresh strawberries and bananas and 'Chicken Caesar' made with marinated grilled chicken breast, melted mozzarella cheese and fresh veggies. Other favourites include the 'Viva La Crepe'; and the sweet 'Strawberry Delight' for the kids.

There are also fresh Panini sandwiches on the menu, along with a premium beverage selection including a full espresso bar, coffee, herbal tea, granita and a wide array of cold beverages.

Crepe Delicious' flagship outlet is located at the fabulous **Vaughan Mills Shopping Centre**, with a total of 12 locations across Ontario and Calgary. **Crepe Delicious** reopens for its 5th season at the **CN Tower** this **May 15th, 2010**, soon to be followed by the brand new location at **Scarborough Town Centre**. The outlets are often situated away from the food courts, where customers can avoid crowds and the hectic atmosphere.

The demand for healthy food has sparked a growing need for health oriented alternatives in the quick service industry. With aggressive growth plans for 2011, **Crepe Delicious** expects to double its number of franchises, spreading across Canada. With low overhead and production costs, it offers franchisees a turnkey operation.



Crepe Delicious founder and chef **Oded Yefet** embarked on an international journey to search for the perfect addition to the vibrant North American quick service restaurant industry. His travels took him across the globe from Western Europe to Far East Asia, with stops through North Africa. When he was on the streets of Paris, he saw street vendors serving crepes, as an alternative to North America's typical hotdog. **Oded Yefet** took this elegant yet simple concept, combined with over twenty years of hotel and restaurant experience and created **Crepe Delicious**.

Crepe Delicious is Canada's largest chain specializing in the creation of world-class sweet and savoury crepes. The company is a leader in the trend towards healthier eating.

Locations:

CN Tower (Toronto)
Direct Energy Centre (Toronto)
Dufferin Mall (Toronto)
Metro Toronto Convention Centre (Toronto)
Square One (Mississauga)
Sherway Gardens (Mississauga)
International Centre (Mississauga)
Vaughan Mills Shopping Centre (Vaughan)
Upper Canada Mall (Newmarket)
Conestoga Mall (Waterloo)
Mapleview Mall (Burlington)
Crossiron Mills (Calgary)

Crepe Delicious also operates at **BMO Field** and **Ricoh Coliseum** during **Toronto FC** and **Marlies** games.

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**Available for interviews:
Founder and Chef Oded Yefet**

For more information, please visit:
www.crepedelicious.com

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