

FOR IMMEDIATE RELEASE

Let your taste buds guide you to Crepe Delicious and celebrate Toronto's multiculturalism at Scarborough's The Taste of the Lawrence Festival

Toronto – June 28, 2010

After successfully opening its 13th location in **Scarborough** this month, **Crepe Delicious** is celebrating at **The Taste of the Lawrence Festival** on **July 2 (6 p.m. to 11 p.m.)**, **July 3rd (11 a.m. to 11 p.m.)** and **July 4th (11 a.m. to 6 p.m.)**, celebrating the diversity of **Toronto** with cultural cuisine, performers and vendors.

The Taste of the Lawrence Festival was established in 2004 as a collaboration with **Scarborough** city councillor **Michael Thompson** and **The Wexford Heights Business Improvement Area (BIA)**. Since its creation, the festival has attracted over 180,000 people from communities throughout the GTA.

To celebrate this year's festival, **Crepe Delicious** will be featuring its "Red & White," signature Canada Day crepe filled with fresh strawberries, custard and sprinkled with icing sugar. The three-day event will also include performances by Canada's **Night Fever**, **The BeeGees Show**; Bollywood, Hawaiian and Vietnamese dance groups; and an assortment of unique vendors and retailers.

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.

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:

- Scarborough Town Centre** (Toronto)
- 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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