

FOR IMMEDIATE RELEASE

**Crepe Delicious celebrates the official launch of its Bramalea City Centre location, with a special ribbon-cutting ceremony and performance by Canadian Idol contestant Scotty Newlands**

Toronto –September 22, 2010

**Crepe Delicious** opens its 14<sup>th</sup> location at **Bramalea City Centre** (25 Peel Centre Drive). The kickoff celebration features a special ribbon-cutting ceremony with **Mayor of Brampton Susan Fennell** and a performance by former **Canadian Idol** contestant **Scotty Newlands**. The event takes place on **Saturday October 9<sup>th</sup>, 2010** from **11 am to 5 pm**.

**Scotty Newlands** will perform original songs from his latest album *New Roads*, playing a soft blend of melodic pop, infused with emotionally driven lyrics. Guests will also have the opportunity to hear Scotty's interpretation of some beloved classics that are familiar to all.

"There is a great need for healthy eating in the quick service industry," said Wajdi Merhi, franchise owner of the Bramalea location. "We are excited to announce another surprise in store for the residents of Brampton."

Alongside the newest **Crepe Delicious** location at Bramalea, founder and chef, **Oded Yefet** is opening **Froshberg Gelato**, a premium gelato destination. Inspired by sensual flavours and the desire for fine quality, **Froshberg Gelato** is a contemporary gelato bar. All gelato creations are hand-crafted onsite daily, using the finest and freshest ingredients. Seasonal flavours are inspired by locally grown produce and only the highest quality ingredients are used to create **Froshberg Gelato**. A lactose-free and sugar-free flavour option is always available and a selection of fine sorbets will impress at 0% fat content.

This month, **Crepe Delicious** announced its partnership with **Breakfast For Learning**, a national student nutrition program. To coincide with **Breakfast for Learning** month this September, **Crepe Delicious** held a national store-wide fundraiser on **Saturday, September 11, 2010**. One dollar from every crepe sold at all 13 locations was donated to **Breakfast for Learning**, helping to feed children and youth in need.

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, fresh to order 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. This month, **Crepe Delicious** is featuring a "Caramel Apple" crepe filled with apple slices, smooth caramel and topped with walnuts. 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 and melted mozzarella cheese. Other favourites include the 'Viva La Crepe' with marinated chicken and pesto; and the sweet 'Strawberry Delight' for the kids.

**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. With aggressive growth plans for 2011, **Crepe Delicious** expects to double its number of franchises, spreading across Canada.

**Crepe Delicious Locations:**

**Bramalea City Centre** (Brampton)  
**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)

Opening soon at **Coquitlam Centre**.

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

-30-

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

For more information, please visit:  
[www.crepedelicious.com](http://www.crepedelicious.com)

For more information about Breakfast for Learning, please visit:  
[www.breakfastforlearning.ca](http://www.breakfastforlearning.ca)

Toronto - New York  
**PennantMediaGroup** inc.  
Communication Matters

**For media inquiries please contact:**

**Pennant Media Group**

Kevin Pennant [kp@pennantmediagroup.com](mailto:kp@pennantmediagroup.com)

Toronto 416.596.2978

Los Angeles 818.748.7517