

FOR IMMEDIATE RELEASE

Celebrate Vancouver's inaugural launch of Crepe Delicious & Froshberg Gelato with a special ribbon-cutting ceremony and musical performance by Canadian Idol contestant Scotty Newlands

Toronto – December 15, 2010

Now opening its 15<sup>th</sup> Canada-wide location, **Crepe Delicious** celebrates its inaugural launch in British Columbia, at the ever popular **Coquitlam Centre** (2929 Barnet Highway). The kickoff celebration features a special ribbon cutting ceremony, followed by a guest performance by former **Canadian Idol** contestant **Scotty Newlands**. The event takes place on **Saturday, January 15<sup>th</sup>, 2011** from **11am to 5pm**, with the ribbon cutting reception at **12 noon**. For the entire day, guests will enjoy the signature Nutella Crepe for only \$1.

Alongside the grand opening of **Crepe Delicious' Coquitlam Centre** location, founder and chef **Oded Yefet** is also launching **Froshberg Gelato** in Vancouver. A contemporary gelato bar inspired by sensual flavours and the desire for fine quality, **Froshberg Gelato** is a premium gelato destination. 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. As a special grand opening promotion, patrons can savour/enjoy/delight in a single scoop of Gelato of any flavour for only \$1.

Guest musician **Scotty Newlands** will perform his interpretation of some beloved **Canadian Idol** classics that are familiar to all, as well as several original songs from his latest albums *New Roads* and *These Are Our Heroes*. The album entitled *New Roads* is a soft blend of melodic pop, infused with emotionally driven lyrics; and *These Are Our Heroes* honours the brave men and women who serve in our Armed Forces both here and abroad.

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. 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.



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. Partnered with **Breakfast for Learning**, a national non-profit organization dedicated to student nutrition programs and the healthy development of children and youth, **Crepe Delicious** recently completed its first successful store-wide fundraiser.

#### 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)  
**Coquitlam Centre** (Vancouver)

**Crepe Delicious** also operates at **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](http://www.crepedelicious.com), @Crepe\_Delicious

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