

FOR IMMEDIATE RELEASE

Crepe Delicious and Froshberg Gelato launch its first office tower location, at Calgary's Centennial Place, offering local professionals nutritious crepes, refreshing smoothies and creamy gelato



Toronto – June 3, 2011

Healthy eating starts here – at **Centennial Place!** **Crepe Delicious/Froshberg Gelato** opens its 17th location, its second one in Calgary, Alberta. The company will open its first ever office tower franchise on **Monday, June 6, 2011** with three grand opening promotions.

Known for its world-class sweet and savoury crepes and handcrafted gelato creations, the dual concept of **Crepe Delicious** and **Froshberg Gelato** brings a fresh and exciting taste to Canadians.

For the entire month of **June, Crepe Delicious** is offering a special breakfast promo that includes its signature savoury Ham & Cheese crepe, and a premium coffee, for only \$2.95.

From **June 15 to June 30, Crepe Delicious** is featuring real fruit sorbet smoothies. For \$1.95, enjoy a healthy selection of flavour combinations blended with **Froshberg** sorbet and fresh fruit.

Don't miss **June 8, 2011**, when you can indulge in a free scoop of **Froshberg** gelato. Better hurry, this offer is only valid between **4:00 to 5:30 pm** with a limit of one per person.

Also for the entire month of **June, Crepe Delicious** offers the featured crepe of the month, **Falafel-Licious**, for only \$6. Enjoy savoury falafel, fresh lettuce, tomato and red onion, drizzled with tahini sauce.

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.

With something for everyone, guests can experience **Crepe Delicious'** wide range of made-to-order sweet and savoury crepes. Among the most popular is the 'Popeye', made with spinach and feta cheese and 'Nutella-Licious' made with the famous chocolate hazelnut spread. Other favourites include the marinated grilled chicken breast, with portabella mushrooms; and the sweet 'Tuttie-Fruittie' for the kids.

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.

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. **Froshberg Gelato** recently launched its first self-serve gelato bar in Cambridge, Ontario where guests can select their own flavour of soft serve gelato and design their creation with a selection of unique toppings.

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

In response to a need for healthy eating in the community, **Crepe Delicious** partners with **Breakfast for Learning**, a national non-profit organization solely dedicated to child nutrition programs in Canada.

Crepe Delicious/Froshberg Gelato 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 Locations:

Coquitlam Centre (Coquitlam, BC)
Bramalea City Centre (Brampton, ON)
Scarborough Town Centre (Toronto, ON)
Dufferin Mall (Toronto, ON)
Square One (Mississauga, ON)
Sherway Gardens (Mississauga, ON)
Vaughan Mills Shopping Centre (Vaughan, ON)
Upper Canada Mall (Newmarket, ON)
Conestoga Mall (Waterloo, ON)
Mapleview Mall (Burlington, ON)
Cambridge Centre (Cambridge)
Centennial Place (Calgary)
CrossIron Mills (Calgary, AB)

Crepe Delicious Locations (Seasonal):

Direct Energy Centre (Toronto, ON)

Metro Toronto Convention Centre (Toronto, ON)

CN Tower (Toronto, ON)

International Centre (Mississauga, ON)

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:

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(416) 596-2978
PennantMediaGroup inc.
Communication Matters

For media inquiries please contact:

Pennant Media Group

Kevin Pennant

kp@pennantmediagroup.com

Toronto 416.596.2978

Los Angeles 818.748.7517