

FOR IMMEDIATE RELEASE

This holiday season, mom, dad and kids can enjoy making the perfect crepe in the cozy comfort of their own home, with a secret recipe from Crepe Delicious

Toronto – November 15, 2010

Stay warm and make the perfect crepe in the comfort of your home this holiday season. Spend time with loved ones while enjoying your very own at-home, do-it-yourself crepe set! With delicious crepe mix, the crepe griddle and all the tools, take a night off and indulge in sweet and savoury crepes with friends and family. Why not host a holiday themed crepe party this season and experience the magic of **Crepe Delicious**? Or, offer it as a gift?

Not sure what to buy for Christmas? Why not give your loved ones a **Crepe Delicious** gift card? The cards are a great stocking stuffer, and with no expiry date, it gives people the freedom to use anytime. You can purchase a \$22 gift set, including the crepe mix, **Nutella** and crepe spreader.

In addition to its numerous locations across Ontario and in Alberta, visit **Crepe Delicious** at some of Toronto's most beloved events. **Crepe Delicious** will be at the **6th Annual BabyTime** show at the **Metro Toronto Convention Centre** from **November 12th to November 14th, 2010**.

Leave the kids at home and join **Crepe Delicious** at the **Everything Sex Show** from **November 19th to 21st, 2010** at the **Direct Energy Centre**; or the **Gourmet Food & Wine Expo**, at the **Metro Toronto Convention Centre**, from **November 18th to 21th, 2010**. Or, bring the kids along to enjoy **Crepe Delicious** at the **One of a Kind Show** from **November 25th to December 5th, 2010**.

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.

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, BC**

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, @Crepe_Delicious



For media inquiries please contact:

Pennant Media Group

Kevin Pennant kp@pennantmediagroup.com

Toronto 416.596.2978

Los Angeles 818.748.7517