

FOR IMMEDIATE RELEASE

Crepe Delicious announces partnership with Breakfast For Learning and launches store-wide national fundraiser this September

Toronto – August 24, 2010

Crepe Delicious is pleased to announce its partnership with **Breakfast For Learning**, a national student nutrition program. To coincide with **Breakfast for Learning** month this September, **Crepe Delicious** will be hosting a national store-wide fundraiser on **Saturday, September 11, 2010**, where \$1 from every crepe sold at all 13 franchises will be donated to **Breakfast for Learning** to help feed a child in need.

Breakfast for Learning is a national non-profit organization dedicated to student nutrition programs, and the healthy development of children and youth. Offering nutrition grants, program support and educational materials, **Breakfast for Learning** focuses on community-centered programming, delivering breakfast, lunch and snack programs in inclusive and nurturing environments.

Well-nourished students have improved memory, problem solving skills, creative abilities and self-esteem – overall, they perform better in school, yet in Canada, 31% of elementary and 62% of secondary school students do not eat a healthy breakfast daily. **Breakfast for Learning**, together with a network of over 30,000 volunteers across the country and generous supporters like **Crepe Delicious** addresses this need. The program strives to ensure that every child in Canada attends school well-nourished and ready to learn.

"We are delighted to be working with **Crepe Delicious**," says **John Polak**, Acting President and CEO **Breakfast for Learning**. "Through our child nutrition programs, **Breakfast for Learning** is committed to providing Canadian children with the healthy food they need to fuel their bodies and minds. And our partnership with **Crepe Delicious** will help us continue our work towards providing a healthy future for our youngest Canadians."

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, to celebrate the partnership, **Crepe Delicious** will be 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.

"We are looking forward to working with such an admirable organization," said **Crepe Delicious** founder, **Oded Yefet**. "Without proper nutrition, children's learning is being comprised. This is an issue nationwide, and we want to ensure that no child goes to school hungry."

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.

With something for everyone, guests can experience **Crepe Delicious'** wide range of sweet and savoury



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.

Breakfast for Learning is working to ensure every child in Canada attends school well-nourished and ready to learn. Breakfast for Learning is a non-profit organization that supports and sustains school-based child nutrition programs through grants, ongoing support, and child nutrition resources and research. Having served over 300 million meals to date, Breakfast for Learning continues to utilize a community development model with over 30,000 volunteers who deliver breakfast, lunch and/or snack programs across the country. In 2008-2009, Breakfast for Learning provided funding to 2,900 programs, providing healthy meals and snacks to over 222,000 children and youth.

Crepe Delicious 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)

Opening soon at **Coquitlam Centre** and **Bramalea City Centre Mall**.

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

For more information about Breakfast for Learning, please visit:
www.breakfastforlearning.ca

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.



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