

FOR IMMEDIATE RELEASE

Celebrating its first anniversary at Scarborough Town Centre, Crepe Delicious gives back to customers with a NUTELLA-LICIOUS event.

Toronto – June 3, 2011

In celebration of its first anniversary, **Crepe Delicious** is holding a customer appreciation day at **Scarborough Town Centre** on **Friday June 3<sup>rd</sup>, 2011**. Come and indulge in a \$3 Nutella crepe and delight your sweet tooth. 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.

Known for its world-class sweet and savoury crepes, **Crepe Delicious** is Canada's largest mall-based creperie.

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.

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** 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** 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 savory crepes. "We are thrilled to be celebrating our one year anniversary this June 3<sup>rd</sup>, providing customers in Scarborough with a healthy eating alternative," said franchisee Alek Robev. "The customer appreciation event is our way of giving back the support that our clientele has provided us over the last year, and we hope to keep this relationship growing for many more."

**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, ON)
- Centennial Place** (Calgary, ON)
- CrossIron Mills** (Calgary, ON)

**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:  
[www.crepedelicious.com](http://www.crepedelicious.com),  
Follow us @Crepe\_Delicious  
&  
Find us on Facebook and YouTube

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