

FOR IMMEDIATE RELEASE

Join Crepe Delicious at the first ever Canadian Conscious Food Festival which showcases the best in local, natural and healthy eats

Toronto – August 3, 2010

Crepe Delicious is pleased to announce its participation at the first ever **Canadian Conscious Food Festival**, celebrating local food and sustainability. The festival is taking place at Toronto's **Fort York National Historic Site**, running from **August 14th (11 am to 7 pm)** to **August 15th, 2010 (11 am to 7 pm)**.

The **Canadian Conscious Food Festival** is the first Canadian collaborative event to help promote the growing sustainable food movement, while introducing thousands of people to food that is local, natural, healthy and delicious.

At the festival, guests can try **Crepe Delicious'** featured Crepe of the Month, called "Hello Hummus." This garden delight is filled with hummus and fresh veggies, topped with nutritious and delicious chickpeas. *Hello Hummus* is on special for only \$6 during the month of August.

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

The origin of the delicious crepe has traditional roots in almost every country and culture around the world, including Russia's blini, Germany's pfannkuchen, the Mexican tortilla and the beloved blintz. Now, the specialty Canadian food chain **Crepe Delicious** becomes a household name, as the largest mall-based creperie in the country, bringing quick service food that crosses over into a finer culinary experience.

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. 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.



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

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.

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.

-30-

**Available for interviews:
Founder and Chef Oded Yefet**

For more information, please visit:
www.crepedelicious.com

Toronto - New York
Pennant**Media**Group 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