

FOR IMMEDIATE RELEASE

It's quick. It's fresh. It's nutritious. Crepe Delicious opens its 13th location with a kickoff celebration at the Scarborough Town Centre

Toronto – June 3, 2010

Following its success and rapid expansion over the past six years, **Crepe Delicious** is proud to announce the grand opening of its latest Canadian location at the newly renovated **Scarborough Town Centre** with a kickoff celebration taking place this **Saturday, June 5th, 2010**. At the Grand Opening, **Crepe Delicious** is serving \$1 Nutella crepes all-day. There will be a special musical performance by former **Canadian Idol** contestant **Scotty Newlands** and an official ribbon-cutting reception at **2pm**.

With over 400,000 weekly shoppers at **Scarborough Town Centre**, **Crepe Delicious** is a perfect destination for people travelling in and out of Toronto. With so many people on-the-go, 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.

"Our Scarborough location is great for busy residents who are looking for something simple and healthy on-the-go," said **Alek Robev**, of the father-son team that owns the **Scarborough Town Centre** location. "Along with serving a variety of delicious menu items for all meals, we also offer catering services for any size event from corporate functions to birthday parties."

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.



There are also fresh Panini sandwiches on the menu, along with a premium beverage selection including a full espresso bar, coffee, herbal tea, granita and a wide array of cold beverages.

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)

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 media inquiries please contact:
Pennant Media Group
Kevin Pennant kp@pennantmediagroup.com
Toronto 416.596.2978
Los Angeles 818.748.7517