

FOR IMMEDIATE RELEASE

Explore Canada's multiculturalism and celebrate diversity with Crepe Delicious at The Harbourfront Centre's Expressions of Brazil and The Toronto International BrazilFest this July

Toronto – July 14, 2010

Following its success and rapid expansion over the past six years, **Crepe Delicious** is pleased to announce its participation at **Expressions of Brazil** and **BrazilFest** this July.

The **Expressions of Brazil** festival is taking place at Toronto's **Harbourfront Centre** (235 Queens Quay West) and is part of the centre's "globalocal" theme. The festival runs from **July 16th (6 pm to midnight)**, **July 17th (noon to midnight)** to **July 18th, 2010 (noon to 8 pm)**.

The **Toronto International BrazilFest** is an expression of Brazilian rhythm, passion and music and shares the authenticity and pride of the Brazilian community in Toronto. **Crepe Delicious** will be participating in the event on **July 25, 2010** from **noon to 9 pm** at **Earls Court Park**.

Along with serving its signature sweet and savory crepes, **Crepe Delicious** will also offer specialty Brazilian crepes at these two shows. The first crepe is a 'Doce de Leite' crepe, a delicious combination of dulce de leche with a variety of fruits. The second crepe is a 'Brazilian Romeo & Juliette' which is a combination of guava fruit and mozzarella cheese, a Brazilian favourite.

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)

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



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