

FOR IMMEDIATE RELEASE

Celebrate the grand opening of Crepe Delicious and Froshberg Gelato at Cambridge Centre, with an in-mall musical performance by Canadian Idol Scotty Newlands, \$1 Nutella crepes and half-off on gelato all day!

Toronto – April 14, 2011

Healthy eating starts here – at **Cambridge Centre**! Following the success of its launch in Coquitlam, BC, the household **Crepe Delicious** brand opens its 16th location in Cambridge, Ontario. A special ribbon cutting reception will take place at the official grand opening on **Saturday, May 7th, 2011, at 12 noon** (355 Hespeler Rd.). The entire day will present an in-mall concert by former **Canadian Idol** contestant **Scotty Newlands**, from 11am to 5pm.

Alongside the newest **Crepe Delicious** location at **Cambridge Centre**, founder and chef **Oded Yefet** opens the newest **Froshberg Gelato**, a premium gelato destination. Inspired by sensual flavours and the desire for fine quality, **Froshberg Gelato** is a contemporary gelato bar. All gelato creations are hand-crafted onsite daily, using the finest and freshest ingredients. Froshberg Gelato will launch its first self-serve Gelato bar in Cambridge where guests can select their own flavour of soft serve gelato and design their creation with a selection of unique toppings. Froshberg is proud to make Cambridge the home of its first self-serve location.

For the entire day of **Saturday, May 7th, 2011**, guests can enjoy the grand opening feature of \$1 Nutella crepes and half-off on gelato and toppings. And, for the entire month of May, guests can try the featured crepe in honour of Mother's Day, *Sweet Mom*, filled with sliced banana, dulce de leche, sprinkled with shredded coconut.

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.

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 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.



Together, the organizations are educating communities about the vital link between proper nutrition and learning, through ongoing program support, training, child nutritional education, resources and research. The program recognizes that well-nourished students have improved memory, problem solving skills, creative abilities and self-esteem. Overall, students perform better in school, when they are fed.

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 excited to bring a healthy eating alternative to Canada," said franchisee Hisham Mousa. "The grand opening will be a great way to kick-off something fresh and new at Cambridge Centre."

Crepe Delicious Locations:

Coquitlam Centre (Coquitlam, BC)
Bramalea City Centre (Brampton)
Scarborough Town Centre (Toronto)
Dufferin Mall (Toronto)
Square One (Mississauga)
Sherway Gardens (Mississauga)
Vaughan Mills Shopping Centre (Vaughan)
Upper Canada Mall (Newmarket)
Conestoga Mall (Waterloo)
Mapleview Mall (Burlington)
CrossIron Mills (Calgary)

Crepe Delicious Locations (Seasonal):

Direct Energy Centre (Toronto)
Metro Toronto Convention Centre (Toronto)
CN Tower (Toronto)
International Centre (Mississauga)

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,

Follow us @Crepe_Delicious
&
Find us on Facebook and YouTube



For media inquiries please contact:

Pennant Media Group

Kevin Pennant

kp@pennantmediagroup.com

Toronto 416.596.2978

Los Angeles 818.748.7517