



**FOR IMMEDIATE RELEASE
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Crepe Delicious Signs Master Franchise Agreement for the United Arab Emirates

(Toronto – ON) - Crepe Delicious, Canada's largest and fastest growing creperie and gelateria, is pleased to announce that it has signed a master franchise agreement with Challenge Investment LLC to begin developing Crepe Delicious restaurants in the United Arab Emirates.

"As we continue our rapid expansion worldwide we look forward to working with the team at Challenge Investment LLC, who have a proven track record of success in the UAE", says **Elik Farin, Crepe Delicious Vice President of Business Development and Franchising**. "We feel Crepe Delicious' value proposition will resonate well with guests across the country. As an upscale lifestyle alternative to conventional fast food, our concept combines the traditional sit down service with the grab-and-go enjoyment; in addition, we will offer regional menu items to cater to local tastes".

Mr. Mahmoud Abdel Kaway, Operations Manager of Challenge Investment LLC shares: "We are thrilled to bring this innovative brand concept to UAE. We are sure that with Crepe Delicious' superb product, unique guest experience and exceptional training we will receive an instant success".

ABOUT CREPE DELICIOUS

Founded by entrepreneur and chef **Oded Yefet**, Crepe Delicious is a leader in the trend towards healthier eating and an upscale alternative to traditional fast food. The crepe itself can be filled with endless possibilities of nutritious choices including fruits and vegetables, the finest dressings and sauces and premium lean meats. Additional healthy dining options include soups, salads and panini sandwiches, along with a wide selection of premium beverages and handcrafted gelato and sorbets.

With Master Franchisees in Qatar, Kuwait, Oman and UAE, Crepe Delicious is committed to develop the brand worldwide. Crepe Delicious offers an outstanding opportunity for potential franchisees to run a turn-key operation receiving full training and support to establish, manage and grow their business.

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

For franchise and media inquiries please email info@crepedelicious.com