

FOR IMMEDIATE RELEASE

## This year Santa brings you Crepe Delicious, offering unique gifting ideas that are fun for the whole family

Toronto – November 1, 2011

This holiday season, Santa is bringing some fun goodies that the whole family can enjoy. **Crepe Delicious**, which is launched its newest location at the **Toronto Eaton Centre** on **September 1<sup>st</sup>, 2011**, brings you sweet and savoury crepes for you to prepare in the comfort of your own home in under a minute!

When Santa asks for your wish list, tell him to bring the **Crepe Delicious** gift pack, which includes the signature crepe mix & Nutella for only \$15. If Santa's sack is getting full, there is always room for a gift card in any denomination.

For that real special someone, **Crepe Delicious** will set you up with a crepe griddle, including the batter spreader, a ladle, wooden spatula, wooden scraper and brush for only \$175, regularly priced at \$229. Create a new family tradition, waking up to the fresh warm scent of holiday crepes. It's a great gift for a friend who already has everything or when you're searching for a unique gifting idea.

**Crepe Delicious** introduced its 19<sup>th</sup> location as part of the **Toronto Eaton Centre's** redevelopment and expansion of the new dining environment on **Thursday September 1<sup>st</sup>, 2011**.

Known for its world-class sweet and savoury crepes, **Crepe Delicious** brings a fresh and exciting taste to Canada. 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 including fresh fruits, vegetables and lean meats.

Serving breakfast, lunch, dinner and dessert, **Crepe Delicious** offers a wide range of made-to-order sweet and savoury crepes. Among the most popular are the 'Popeye', made with spinach and feta cheese, the classic 'Chicken Caesar' and 'Tuttie Fruitti' made with the famous chocolate hazelnut spread and freshly sliced bananas and strawberries.

The demand for healthy food has sparked a growing need for health-oriented alternatives in the quick service industry. With strategic growth plans for 2011 and beyond, **Crepe Delicious** plans to aggressively increase 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.

**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 Locations:

**Coquitlam Centre** (Coquitlam, BC)  
**Toronto Eaton Centre** (Toronto, ON)  
**Scarborough Town Centre** (Toronto, ON)  
**Dufferin Mall** (Toronto, ON)  
**Square One** (Mississauga, ON)  
**Sherway Gardens** (Mississauga, ON)  
**Vaughan Mills Shopping Centre** (Vaughan, ON)  
**Upper Canada Mall** (Newmarket, ON)  
**Conestoga Mall** (Waterloo, ON)  
**255 King St. N** (Waterloo, ON)  
**Bramalea City Centre** (Brampton, ON)  
**Mapleview Mall** (Burlington, ON)  
**Cambridge Centre** (Cambridge, ON)  
**St. Laurent Centre** (Ottawa, ON)  
**Centennial Place** (Calgary, AB)  
**CrossIron Mills** (Calgary, AB)  
**Core** (Calgary, AB)

### Crepe Delicious Locations (Seasonal):

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

**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](http://www.crepedelicious.com)

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