

A new breakfast movement in Burlington!

MONTREAL, QC, January 25th, 2019 – Pür & Simple Breakfast and Lunch will open its 5th restaurant in Burlington, Ontario on February 5th 2019. Located at 1940 Appleby Line (corner Upper Middle Road), this creative new store design will surely win awards. The breakfast and lunch franchise has experienced significant growth since opening its first restaurant in Laval, Quebec in 2016. The concept was an instant success with 4 new restaurant openings in its first two years of operation. Despite increased competition within the breakfast segment, the Pür & Simple brand continues to experience tremendous growth highlighted with 15 new restaurants already slotted for opening by the end of 2019 and the first quarter of 2020.

According to the company's President & CEO, Derek Massad, the brand's growth is due to continuous investment into innovation, research and development. "The quality of our products has always been the heart of our franchise system. We are constantly working on creating new and crave-able menu items as well as focusing on hospitality and guest experience. In an increasingly competitive industry, consumers are searching for authenticity and transparency. It is this exact philosophy that brought Pür & Simple to fruition and we strive to deliver this to our valued guests every single time they step into one our restaurants."

Pür & Simple's menu is geared to breakfast lovers so be ready to experience their famous combo plates like the OREO GOODNESS, featuring eggs, bacon with a half waffle topped with crumbled Oreo cookies, Nutella and English cream. The healthy delights in their menu include a variety of avocado toasts, a Keto plate, power wraps and their lunch menu features fresh salads, mouth-watering burgers and artisanal sandwiches. There is something for everyone.

Pür & Simple's standard restaurant footprint ranges from 2500 to 3500 square feet and includes a dining room that seats between 90 to 125 guests. The majority of the restaurants are situated in high traffic sectors or shopping areas. The chain employs more than 150 staff members and is involved in several charities to give back to the local communities that support them. The success of the chain is in large part due to the dedication and commitment of the franchise partners. The new restaurant in Burlington is owned by Mansoor Nishat, a true entrepreneur and visionary. "My wife and I are thrilled to be joining the Pür & Simple family. We truly believe in the menu and are excited about the direction the company is heading with it's great leadership and hospitality culture. Our plan is to open a new Pür & Simple restaurant every year."

Pür & Simple currently has presence in Ontario, Quebec and the Maritimes but will be rolling out an aggressive expansion plan that will include Central and Western Canada.

Pür & Simple's goal by 2021 is to have presence coast to coast and aims to be the premier breakfast and lunch destination in Canada.

About Pür & Simple

Pür & Simple is a proudly Canadian owned breakfast and lunch franchise. Every plate takes an unexpected twist on classic recipes, so that guest can discover bold new flavors. From bright smoothie bowls to savoury benedicts, all artisanal meals are handcrafted with love. Pür & Simple is Breakfast Reinvented®. Visit pursimple.com if you want to know more.

For more information about franchise opportunities, connect with Pür & Simple online at www.pursimple.com, [@pursimpleca](https://www.facebook.com/pursimpleca) or <https://www.facebook.com/pursimpleca>.

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