

FOR IMMEDIATE RELEASE

PÜR & SIMPLE LAUNCHES THEIR EXCITING NEW MENU

MONTREAL, QC, January 7th 2019 – This month, Pür & Simple is announcing the launch of their new menu showcasing over 20 new plates which will delight their guests with fun new flavours and creative recipes. True to their brand values, this new menu offers authentic breakfast classics packed with delicious and fresh ingredients while incorporating new food trends to stand out in the breakfast and lunch market. Additions such as the introduction of the VEGAN and the KETO plates shows Pür & Simple’s commitment to staying innovative and listening to the demands of their valued guests.

It is no wonder their tagline is Breakfast Reinvented®.

“We are super excited to roll out this new menu with diverse flavour profiles. We aim to serve food that is crave-able while using great quality products so that our guests keep coming back for more. My new favourite will be the OREO GOODNESS with 2 eggs, bacon and half waffle with Oreos, Nutella and English cream. So good!” said Ritou Maloni, Co-founder and Executive Vice President.

One of the biggest changes with this new menu launch is the selection of lunch items. “Pür & Simple serves all day breakfast but we are a great place for business meetings or a quick lunch.” says Derek Massad, Co-founder and C.E.O. “Our lunch menu is served Monday to Friday and features a large selection of juicy burgers, healthy wraps and fresh salads. There is definitely something for everyone.”

Pür & Simple’s obsessive attention to detail extends well beyond the food. The new store design is warm, homey and bright. They are unveiling this new design with their Burlington (Ontario) location opening on February 5th. Stay tuned.

The company puts a lot of energy toward building a strong culture around its guests and their experience. Their service staff are known as “Experience Makers” not just order takers. They know they are in the hospitality business and that is what they strive to offer. With an evolving menu, beautiful store design and a great guest experience, they have the recipe for success.

About Pür & Simple

Pür & Simple is your new breakfast and lunch spot that somehow already feels like home. Each dishes take unexpected twists on classic recipes, so that guest can discover bold new flavors within their comfort zone. 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 or by email – franchise@eatitbrands.com

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