



OPENING PRESS RELEASE

For immediate release

November 12th, 2019, Montreal

Pür & Simple arrives in Bathurst! Pür & Simple Breakfast and Lunch will open its 10th location in Bathurst, New Brunswick, on November 12th, 2019. Located at 930 St. Anne Street, this creative new store design will surely win over the community.

The success of the chain is in large part due to the dedication and commitment of Pür & Simple's Franchise Partners and their communities. "André Cyr is a smart businessman and a visionary and we wish him so much success in Bathurst. We are looking forward to sharing the Pür & Simple experience and being an integral part of this growing community." says Ritou Maloni, President & Chief Operating Officer. This great opening wouldn't be possible without the amazing help also of Annick McIntosh, co-owner, and Annabelle Godin, manager. The whole team wishes to thank them for their involvement.

The concept was an instant success with 10 restaurant openings in its first three years of operation. Despite increased competition within the breakfast segment, the Pür & Simple brand continues to experience tremendous growth. 15 new restaurants are already slotted for 2020 and the development is just beginning.

According to the company's CEO, Derek Massad, the brand's growth is due to continuous investment in 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 of our restaurants."

Pür & Simple's menu is geared to breakfast lovers so be ready to experience their famous combo plates like the Gourmet, featuring 2 eggs with choice of bacon, sausage, ham or turkey bacon and half waffle with bananas and chocolate chips topped with English cream and Nutella. The healthy delights in their menu include a variety of avocado toasts, a Keto plate, power wraps and bowls, and their lunch menu features fresh salads, mouth-watering burgers and artisanal sandwiches. There is something for everyone.

Pür & Simple currently has a 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 savory benedicts, all artisanal meals are handcrafted with love. Pür & Simple is Breakfast Reinvented®. Visit pursimple.com if you want to know more.

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