



## OPENING PRESS RELEASE

For immediate release

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Kelowna is about to see the sunny side of brunch!

This Kelowna Pür & Simple is the first BC location and the first of five restaurants that will open in the next few years, all owned and operated by Ken Kleindienst and Ryan Henley. Together with their spouses, the two men saw something magical in the Pür & Simple brand and wanted to join them on their amazing journey. This location will open its doors to the Kelowna community as of December 10th and is located at 1575 Banks Road.

It's so obvious to the company's team: the success of the Pür & Simple chain is in large part due to the dedication and commitment of Pür & Simple's Franchise Partners and their communities. That is why they are so delighted to now have Ken Kleindienst, Ryan Henley, and their families as the newest additions to their growing team. "We try to find Franchise Partners who fit with our company culture based on genuine caring and kindness. At Pür & Simple, we provide hospitality, which is, in essence, a deep desire to make people happy and feel welcome. Ken, Ryan, and their entourage are the perfect fit for us, and together we will welcome the Kelowna community with open arms, a warm smile, and a hot cup of coffee!" says Ritou Maloni, President & Chief Operating Officer.

Ryan Henley left the RCMP to fulfill his long-time dream of owning his own business. He and his wife relocated to Kelowna, knowing it was the perfect city to start on this new adventure. Ryan leads by example and is not afraid to roll up his sleeves. As for his hard-working and detail-oriented partner, Ken

Kleindienst is already an entrepreneur and successful businessman, having previously owned and operated several businesses.

The Pür & Simple concept was an instant success, with 10 restaurant openings in its first three years of operation, and they continue to receive design accolades for their beautiful spaces. 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 this is just the beginning of their development!

According to the company's CEO, Derek Massad, the brand's growth is due to continuous investment in innovation, research, and development. "We always try to be different from the competition and constantly evolve in order to stay on par with trends and even a little ahead of them. From our bright and inviting store design to the quality of the ingredients we choose and even the details in our plate presentations, we go the extra mile to be an innovator in the breakfast and lunch niche. We strive for perfection and we try to give our Franchise Partners a powerful brand and all the tools they need to succeed."

Pür & Simple's menu is geared towards 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. Now that's a breakfast! Their menu's healthy delights include a variety of avocado toast, a Keto plate, power wraps, and bowls, and their lunch menu features fresh salads, mouth-watering burgers and artisanal sandwiches. At Pür & Simple, 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 is to have a presence coast to coast by 2021, and they aim to be the premier breakfast and lunch destination in Canada, sharing their love of breakfast, lunch and brunch with the whole country!

#### 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 guests can discover bold new flavours. From bright smoothie bowls to savoury benedicts, all artisanal meals are handcrafted with love. Pür & Simple is Breakfast Reinvented®. Visit [pursimple.com](http://pursimple.com) if you want to know more.

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