



OPENING PRESS RELEASE

For immediate release

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We are starting the year on a high note with yet another opening announcement!

Pür & Simple, the popular Breakfast, Brunch and Lunch chain will open its 12th restaurant today. Located at 350 Dundas Street East in Oakville, this 4100 square foot, free-standing building, with a beautiful patio, will employ about 30 people. Not only is this restaurant larger than the average Pür & Simple, but it will also be the first restaurant to showcase their new menu. Pür & Simple's artisanal menu takes a creative and elevated approach to traditional breakfast items and features crave-able classics such as their Sante Fe Benedict to more fun items like a S'Mores French Toast and also offers a variety of healthy delights & gluten-sensitive options.

The success of the chain is in large part due to the dedication and commitment of the Franchise Partners. The new restaurant in Oakville is owned by Mauricio Araque Morales and Eduardo Arroyo Llosa, two Venezuelan businessmen. No strangers to hard work, Mauricio owned and operated a successful chain of restaurants and Eduardo was an orthopedic surgeon. "We are excited to embark on this new adventure with the team at Pür & Simple, we hope this is the first opening of many more to come." said Mauricio.

The breakfast, brunch 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.

According to the company's Co-Founder and C.E.O, 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 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 360 staff members and is involved in several charities to give back to the local communities that support them.

Pür & Simple currently has a presence in New Brunswick, Nova Scotia, Ontario, Quebec, and British Columbia and will be rolling out an aggressive expansion plan that will include Central Canada. Pür & Simple's goal by 2021 is to have presence coast to coast and aims to be the premier breakfast, brunch 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 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 if you want to know more.

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