



For Immediate Release
January 10th, 2020, Saint-Laurent

Eat It Brands welcomes Sean Sarrami as Chief Development Officer. Sean will be responsible for the strategic direction for franchising, real-estate and the overall growth development of the company.

"We are very fortunate to have someone of Sean Sarrami's caliber and experience to step up and lead Eat It Brands' development across Canada and the United States." Said Derek Massad, CEO. "Sean comes with a wealth of knowledge and with his 18 years of extensive experience across multi-business disciplines, he will be a valued asset to our company and we are honored to have him on board."

Sarrami said, "I am incredibly humbled, grateful and excited to spearhead the overall development of Eat It Brands. We want to create a synergy between our premier brands and our valued Franchise Partners by cultivating great business opportunities across North America and eventually overseas. I know I can bring a lot to the company and I look forward to many years with Eat It Brands."

Eat It Brands currently has a presence in British Columbia, Ontario, Quebec, Nova Scotia and New Brunswick. The company is working on an aggressive expansion plan to have Canadian presence coast to coast by 2021 and East Coast presence in the USA by Q2 2020.

About Eat It Brands

Eat It Brands owns, operates and franchises a portfolio of proven premiere destination brands including Pür & Simple and The Twisted Yolk. Their exceptional food and service offerings guarantee guest satisfaction which maximizes their Franchise Partner's potential earnings. Their portfolio is designed to appeal to a wide range of different culinary experiences. Their goal is to bring business people and guests together, while building a lasting and profitable relationship.

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