



REOPENING LETTER

For immediate release

Pür & Simple restaurants to reopen with new protocols in place against COVID-19.

After many weeks, we are now collectively seeing a shift from crisis to recovery as our provincial governments and health authorities are releasing reopening plans for our communities. Pür & Simple's team members at all levels have done an amazing job during the lockdown of bringing to you, for the first time ever, curbside pick-up and delivery services across the country, adapting with agility to the unprecedented situation we were all faced with. We are now moving on to the next phase with the reopening of many of our restaurants week after week.

Of course, it goes without saying that our commitment right now is to the health and safety of our guests, employees, and communities and we have taken the proper safety protocols to keep everyone safe. Things might look different, but the quality of our food and the warmth of our hospitality will still be how you remember it, if not better.

All Pür & Simple employees will be required to undergo a self-assessment pre and post-screening, including a temperature check to ensure that they are in good health and that it is safe for them to serve guests. All employees are also required to wash their hands prior to starting their shift and then at a minimum of every 30 minutes or after every guest interaction. In addition, employees will be provided with and required to wear personal protective equipment, including face coverings and gloves.

All Pür & Simple restaurants will offer single-use menus which will double as a placemat. This is a great way to offer disposable menus while keeping our eco-friendly hat on. In addition, all menus can be viewed easily online on our responsive website.

We will be disinfecting all high-touch points and surfaces, including door handles, restroom surfaces, host areas, and more every hour. We will be also disinfecting all condiments, salt and pepper shakers, and containers between every use.

Physical distancing practices are in place to maintain the 6 feet/2 meter guidelines. We have removed access to 50% of the seating in our restaurants and are following the six people per party restrictions.

Pür & Simple restaurants will continue to open for contactless pick-up by calling the local restaurant and delivery (where available) through SkipTheDishes. We are also looking at potential partnerships with other third party delivery companies.

Hospitality is everyone's passion here at Pür & Simple, so being able to welcome back our valued guests and serve them face to face, all while keeping our safe distance, brings so much joy to all of us. Our corporate team, restaurant owners and staff have all been looking forward to the day this would be made possible.

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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