

PÜR & SIMPLE BRINGS ALL DAY BREAKFAST TO EDMONTON WITH FIRST-TO-MARKET ALBERTA LOCATION

EDMONTON (March 29, 2021) — Popular breakfast, brunch and lunch restaurant, Pür & Simple, is thrilled to announce the grand opening of its newest location at Kingsway Mall in Edmonton on Tuesday, March 30th, 2021. This unveiling of the Canadian eatery's 20th storefront marks an important milestone as its first Alberta location. Upon opening, the new restaurant will employ 25-30 Edmontonians and will have seating arranged with physical distancing measures in place, including Plexiglas partitions to provide a safe dining experience. Once restrictions are lifted, the restaurant will be able to seat up to 96 guests at full capacity.

Known for its modern design, inviting atmosphere and, most importantly, its crave-able menu, Pür & Simple has quickly become a favourite among Canadian diners. Originally founded in Quebec in 2016, Pür & Simple has become one of Canada's fastest growing breakfast chains. Following its initial success in eastern Canada, Pür & Simple introduced a franchising model in 2017 that has since led to an explosion of growth all across the country, from the Maritimes to British Columbia. The innovative restaurant concept has reinvented breakfast by bringing a modern twist to the classic 'diner' experience. With strategic partners like Nespresso, Ocean Spray and The Martini Club, Pür & Simple has elevated daytime dining and introduced a winning combination of luxury and affordability.

Edmonton franchise partner Anjum Vadia is a newcomer to the Pür & Simple family but is no stranger to the world of restaurant management. He brings many years of experience as a veteran franchise operator to this new endeavor, along with a passion for bringing people together to enjoy good food and an exceptional guest experience.

"When I first discovered the Pür & Simple restaurant concept, I quickly became a believer in everything they do and felt strongly that the opportunity to open my own location in Edmonton was one that I could not pass up," says Vadia. "Pür & Simple differentiates itself from other brands by serving up not only delicious, healthy meals, but also by creating a warm and welcoming environment that truly makes you feel at home. Our team is ready and excited to show Edmonton what Pür & Simple is all about as we open our doors this week."

Pür & Simple offers a wide variety of breakfast, brunch and lunch items – from homemade waffles and crêpes, to savory benedicts and skilletts, to mouth-watering sandwiches and burgers. With an ever-evolving menu of satisfying, health-forward offerings, Pür & Simple is constantly introducing fresh new items for guests to enjoy, while ensuring fan-favourites remain in consistent rotation. In addition to a selection of fruit-filled smoothies and specialty coffees, the Pür & Simple menu also includes an exciting array of alcoholic beverages. Guests will also find a number of menu items that cater to specific dietary needs, including gluten free, dairy free, keto and vegan alternatives.

"We are thrilled to welcome Alberta's first Pür & Simple location to Kingsway Mall and look forward to introducing the Edmonton community to this one-of-a-kind restaurant experience," says Susan Lovie, Director and General Manager at Kingsway Mall. "We hope it will be a place where families, friends and colleagues can enjoy connecting with one another as soon it is safe to do so."

"So much of our success comes from the dedication and commitment of our franchise and community partners. And while the breakfast segment is a competitive space, together we have found a way to create a fresh dining experience that has something for everyone, whether you're catching up with friends, enjoying a family meal or connecting for a business meeting," says Ritou Maloni, Pür & Simple co-founder. "Pür & Simple is the perfect place to treat yourself without having to worry about breaking the bank and we believe that our innovative menu and friendly staff will resonate well with the Edmonton community."

Plans for additional Alberta locations are also underway as the business continues to experience success with expansion in western Canada. All Pür & Simple restaurants have implemented social distancing measures, use of PPE, advanced sanitation protocols and extensive training to ensure the health and safety of all guests and team members. The Kingsway Mall restaurant is located at **1 Kingsway Garden Mall Northwest** and will be open for dine-in, take-out and delivery from 7 a.m. to 3 p.m. seven days a week. For more information, please visit www.pursimple.com.

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®. For more information, visit www.pursimple.com.

Media Contact
Erica Morgan, WILD PR
(403) 478-1357
emorgan@wildpr.ca