

PRESS RELEASE

Pür & Simple Reinvents Breakfast in Kanata

On November 22, 2022, Pür & Simple, the innovative Canadian breakfast and brunch chain, will open its first outpost in the Ottawa area. Located in the heart of Kanata, Pür & Simple's newest location will introduce local breakfast fans to flavours that have already made the casual dining restaurant a morning favourite across Canada.

Guests from the Maritimes to British Columbia have been feasting on Pür & Simple signature dishes, such as Angus Benedicts, red velvet buttermilk pancakes, bacon-shroom crêpes, crispy panko French toast, Ri Ri's cheesecake waffles, Mexican steak & beans skillet, Cinna-bacon sandwiches, Pür Western omelettes, and lox avocado toasts. They have been sipping equally inventive smoothies, sangrias, mimosas, bellinis and mocktails, and thrilling their children with a kids' menu notorious for making adults jealous.

The Pür & Simple adventure began with a simple question: can we reinvent breakfast to be more delicious and fun? No one loves breakfast more than Canadians, but the founders of Pür & Simple believed that the time had come to elevate the category to a yummiest place. Determined to serve exciting food, they set their minds on revamping the most craveable classics—Benedicts, pancakes, crêpes, French toasts, skillet, waffles, omelettes, smoothies and many more—, prepared with vibrant ingredients sourced locally as often as possible.

“We are excited to bring Pür & Simple to the Ottawa region,” said Kanata's franchise partner, Raju Maloth, “Breakfast is such a delicious and comforting ritual. We believe Kanata's locals will love our hospitality and our food. It's familiar, yet, surprising. Our fondest wish is that our guests and their families will treat our restaurant like a second home, where everybody knows their name, favourite dishes and drinks.”

Opening a restaurant in a new market remains a suspenseful endeavour. Even though Pür & Simple navigated the pandemic successfully and emerged with positive momentum and growth, the brand takes nothing for granted. “We have loyal fans across Canada, but most people are not yet familiar with our name,” shared Ritou Maloni, Pür & Simple's Co-Founder, President and COO. “We work hard to convert guests one at a time. We believe that when we treat people nicely and serve them an addictive breakfast, they will reward us with their friendship and loyalty. We feel Kanata is the right kind of place to build a strong community of regulars who will adopt our restaurant as one of their favourite spots.”

To celebrate its Kanata debut, Pür & Simple will treat the first twenty guests who walk through the door on opening day to a spectacular complimentary breakfast (\$20 value).

Pür & Simple Kanata opens on Tuesday, November 22, 2022. Address: 790 Kanata Avenue, Unit M2B, Kanata, ON, K2T 1H8 (across the street from Landmark Cinemas) 613-595-1711. 7 a.m. to 3 p.m., 7 days a week. Reservations accepted from Monday to Friday.

Pür & Simple has been reinventing breakfast and brunch since 2018. The Montreal-based brand operates over 35 casual dining restaurants across Canada with new openings announced monthly. To learn more, see menus, and discover franchise opportunities, please visit PurSimple.com

