

# PRESS RELEASE

## Pür & Simple Reinvents Breakfast in Truro

On December 6, 2022, Pür & Simple, a favourite breakfast destination in the Maritimes, will open its new location in Truro, Nova Scotia. The arrival of the innovative breakfast and brunch restaurant chain to Truro responds to an enthusiastic local demand for the morning eatery, whose popularity in the east has been spreading west to the rest of Canada, with outposts as far as British Columbia.

Pür & Simple will bring to Truro its festival of reinvented breakfast and brunch specialties for the whole family, including Norwegian Benedicts with smoked salmon, Reese's peanut butter cup pancakes, banana bread French toast, BBQ chicken 'n' waffles, Rizo chorizo skillet with spicy Hollandaise sauce, Cinna-Bacon scrambled eggs on glazed Danish, breakfast poutine, Pür Western omelette and a whole lot more. The feast will arrive with an equally imaginative selection of smoothies, sangrias, mimosas, bellinis and mocktails, and a playful kids' menu packed with Choco Loco pancakes, Roro 123 crepes, and plenty of fun treats.

Pür & Simple was born from a desire to explore new breakfast frontiers. The founders were determined to elevate breakfast and brunch to a more delicious place. Their journey began with a redesign of popular dishes—Benedicts, pancakes, crepes, French toasts, skillets, waffles, omelettes, smoothies and more—, prepared with succulent ingredients often sourced locally. It continued with the mission to create a welcoming and warm dining room where everyone would feel at home.

“Breakfast and brunch fans in the Maritimes already love Pür & Simple. We are excited to bring the restaurant to Truro,” shared Truro’s franchise partners, Joe and Ayana Dueck, “Breakfast is such an important part of everyone’s day, for business or leisure. It’s a time to share ideas, have fun, or unwind. We are eager to be a regular spot for our guests. It will be a sincere privilege to delight them with our food and hospitality and to make new friends every day.”

The Truro opening is another step in Pür & Simple’s journey to becoming a beloved Canadian brand. While the chain navigated the pandemic successfully and achieved popularity in the Maritimes with its fresh and innovative approach to breakfast, it is acutely aware that building a solid national reputation is no easy task. “In 2023, we will have a presence in nearly every Canadian province,” remarked Ritou Maloni, Pür & Simple’s Co-Founder, President and COO. “We are on a steady growth path, but we want to ride it with care and build on the success of our franchise partners. If they are happy, we know our guests will be thrilled.”

To celebrate its Truro launch, 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 Truro opens on Tuesday, December 6, 2022. Address: 245 Robie Street, Unit 126, Truro, NS, B2N 5N6. 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 has 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](http://PurSimple.com)

