

# PRESS RELEASE

## New to the neighbourhood

Burnaby, B.C. —As part of its expansion into British Columbia, breakfast chain Pür & Simple is set to open a restaurant in Burnaby. The grand opening will take place on January 31, 2023, to start the new year with a bang.

The restaurant chain arrives in Burnaby, BC in response to an enthusiastic local demand for its innovative breakfast, brunch and lunch menu, following its growing popularity in the rest of the country. The Quebec-based breakfast, brunch and lunch eatery is indeed one of Canada's fastest-growing franchises. "We are planning new openings monthly, from coast to coast", says Ritou Maloni, Pür & Simple's Co-Founder, President and COO.

With a desire to elevate the breakfast, lunch and brunch experience, Pür & Simple offers a festive range of reinvented specialties for the whole family. The menu includes an imaginative selection of pancakes, French toasts, sandwiches, omelettes, smoothies, cocktails and mocktails, as well as specialty Nespresso coffees and a playful kids' menu.

The franchise is constantly staying ahead of trends, working on new creations, and introducing new seasonal menus to keep the restaurant experience as fresh as its locally-sourced ingredients. Each Pür & Simple restaurant is meant to appeal to all the senses, by carefully plating every meal and providing a warm and luxurious atmosphere that is sure to entice guests' appetites before even grabbing their first bite.

Jordan Kandola first fell in love with the craveable all-day breakfast, brunch and lunch spot while on a trip to Ontario. "When I stumbled across a brightly lit sign for Pür & Simple, I was intrigued to know more. I stopped in for breakfast and instantly fell in love with the restaurant's vibrant decor and modern, inviting menu. From there, I knew this was the brand that I wanted to work with", recalls Jordan.

The young entrepreneur felt like the Vancouver area could benefit from a breakfast concept that blends luxury and affordability, so he rose to the challenge by opening his first Pür & Simple location in the Mount-Pleasant area, in September 2020. Despite it being the beginning of the Covid-19 pandemic, the restaurant thrived with the support of its wonderful guests and Vancouver's local community. Jordan followed with a second restaurant opening in Port Coquitlam in June 2021, and now he is opening his third location in Burnaby, less than 2 years later.

To celebrate the restaurant's launch, Pür & Simple will treat the first fifty guests to a delicious free meal on its grand opening day, January 31, 2023.

Address: 6096 McKay Avenue, near the Metrotown SkyTrain station, from 7 am to 7 pm, with the addition of a lunch menu on weekdays from 11 am. Third-party delivery services will also be available.

