

## Extreme Brandz named Company of the Year at 2011 Pinnacle Awards

*Canadian-born franchiser of Extreme Pita, Purlblendz and Mucho Burrito receives highest honour in food service industry*

MISSISSAUGA, ON, Dec. 6, 2011 /CNW/ - Extreme Brandz, franchisor of Extreme Pita, Mucho Burrito and Purlblendz, received the 2011 Pinnacle Award for Company of the Year during a luncheon held this past Friday at the Fairmont Royal York hotel in Toronto. The award honours the company's innovation and successful business strategies in the foodservice industry. Presented by Kostuch Media Ltd, publishers of industry-leading magazines *Foodservice and Hospitality* and *Hotelier*, Extreme Brandz joins past Company of the Year Award winners including McDonald's Restaurants of Canada Limited and Starbucks Canada.

"The entire Extreme Brandz team is thrilled to be recognized as a leader in the Canadian food service industry with this prestigious award," said Alex Rechichi, CEO and co-founder of Extreme Brandz. "We opened our first Extreme Pita in 1997 with a mission to create healthy, great tasting food for Canadians. Since then, we've launched Purlblendz and Mucho Burrito, providing even more fresh, fun food options nationally, redefining the fast-food category in Canada."

Since 1988, *Foodservice and Hospitality* and *Hotelier* magazines have been presenting awards to leading individuals and companies that have made outstanding contributions to the food industry. Extreme Brandz, with 349 locations across North America, came out on top in all four categories to be named the 2011 Company of the Year.

"Whether our guests are visiting an Extreme Pita, Purlblendz or Mucho Burrito restaurant, we are always pushing ourselves to provide a unique and memorable dining experience. We look forward to continuing that tradition as we grow our business in 2012," added Rechichi.

Mississauga-based Extreme Brandz experienced tremendous growth and outpaced the industry in 2011 with the opening of 76 new locations across Canada, including non-traditional locations in high profile hospitals such as St. Michael's Hospital and Trillium Health Centre in Toronto, and Women's and Children's Hospital in Vancouver. The chain is slated to open an Extreme Pita location at Pearson Airport in Toronto later this month.

This year, Extreme Pita became the first national quick service restaurant (QSR) in Canada to earn The Heart and Stroke Foundation of Canada's prestigious Health Check designation on two adult and four kids pita sandwiches. It also became the first Canadian chain to display caloric information directly on its menu boards.

In September, Extreme Pita engineered the first 100% Health Check certified School Lunch Menu in Canada, meeting newly introduced school nutrition regulations nationwide, and adding 250 new schools to their existing school lunch program. On June 18<sup>th</sup>, the restaurant stood up for the health of Canadians by declaring June 18<sup>th</sup> National Pita Day, offering half-priced pita's across Canada and raising \$50,000 for the Heart and Stroke Foundation of Canada.

Mucho Burrito, the largest and fastest-growing Mexican grill restaurant chain in Canada, experienced same store sales increases of 18 per cent this year, and is growing at a rate of 60 per cent. The chain, which launched in June 2006, will be celebrating the opening of its 50<sup>th</sup> location in the New Year.

### **About Extreme Brandz**

Extreme Brandz is a leading Canadian quick service restaurant franchisor of Extreme Pita, Purlblendz and Mucho Burrito. Based in Mississauga, Ontario, Canada, the company was created by brothers Alex and Mark Rechichi in 1997 with the opening of an Extreme Pita location in Waterloo, Canada. In addition to ranking in *Entrepreneur* magazine's list of top restaurant franchises in 2011, Extreme Brandz won the 2011 Company of the Year Pinnacle Award. Today there are 349 locations of the three chains across North America. For more information, visit [www.extremebrandz.com](http://www.extremebrandz.com).

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