

Prime Pubs Unveils New Prototype Pub That Harkens Back to Irish Roots

Whimsical looking pub part of aggressive suburban expansion strategy

Mississauga, ON – December 15, 2011 – Prime Pubs new prototype pub in Kitchener, which celebrated its grand opening yesterday evening, is causing many local residents to do a double take when they drive by. With its brightly coloured wood, brick and stucco exterior, the newly built pub is reminiscent of traditional pubs found in a quaint Irish village, rather than a suburban setting.

“After 15 years, of bringing an authentic Irish pub experience to Canadians, we have finally realized our dream and, for the first time, have built a pub from the ground up,” says Grant Cobb, Senior Vice President, Brand Management for Prime Restaurants Inc. “Our goal was to start the pub experience before a guest even enters the front door, so the new design features the unique exterior characteristics of an Irish pub, including a colourful and welcoming façade that is typical of pubs across the pond.”

The new, standalone prototype was designed by Burlington-based design firm McMillan Design to support Prime Pubs aggressive expansion strategy. All future Prime Pub locations will feature the signature design elements of the new standalone prototype.

Like Prime’s traditional pubs, the interior of the 4,300 square foot prototype features an authentic Irish bar, complete with a unique beer selection, hand crafted cocktails and premium whiskeys. There is a patio so guests can enjoy the outdoors during fair weather.

“Unlike many pubs, Prime Pubs places equal emphasis on food and beverages,” says Cobb. “Although all of our traditional pubs offer a delicious Irish-inspired menu that includes a variety of traditional Irish favourites as well as a selection of contemporary seasonal offerings, we hope the new prototype will reinforce to new and existing guests that our pubs are serious about food.”

In addition to good food and good pints, Prime Pubs loves a good party, and all Prime Pubs have late night entertainment several nights a week. Live bands, Keith’s Wednesday Kitchen Party, Unplugged and On Tap Thursday’s, and 2 Pint Friday’s are scheduled to keep pub-goers entertained.

Fionn MacCool’s Kitchener, Prime Pubs first prototype pub, is located at 4287 King Street East in the Deer Ridge Corporation Centre.

About Prime Pubs

Owned by Prime Restaurants Inc., Prime Pubs is a family of 19 authentic Irish pubs operating under the trade-marks of **Fionn MacCool's**, D'Arcy McGee's, Paddy Flaherty's and Tir nan Óg. Prime Pubs serve traditional Irish fare made from authentic recipes that have been developed

over generations. Interiors of Prime Pubs offer a warm and friendly environment and many pubs feature furnishings that have been imported directly from Ireland. For more information visit www.primepubs.com.

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