



TIM HORTONS INC.

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### **Tim Hortons extends breakfast hours until noon, seven days a week**

OAKVILLE, ON, Nov. 15, 2011 /CNW/ - Tim Hortons guests craving their favourite breakfast items now have more time to enjoy them. Tim Hortons is extending their breakfast by one hour to noon during the week. Breakfast was previously offered until noon on weekends only.

Tim Hortons is one of the only quick service restaurants offering breakfast until noon, seven days a week.

"With changing lifestyles and people working different hours, our guests were looking for breakfast later in the day," said Donna Finelli, Director, Brand Marketing for food at Tim Hortons. "We heard from our restaurant owners that many times guests would come in and ask for breakfast beyond 11 am only to find they had missed the window. We felt we needed to respond to our guests' needs."

The trend toward breakfast beyond traditional hours has been on the rise and when it was tested in various markets, guests responded favourably. The new extended breakfast hours are now available at all Canadian Tim Hortons locations that serve breakfast.

#### **About Tim Hortons**

Tim Hortons is one of the largest publicly-traded restaurant chains in North America based on market capitalization, and the largest in Canada. Operating in the quick service segment of the restaurant industry, Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes premium coffee, espresso-based specialty coffees including lattes, cappuccinos and espresso-flavoured shots, specialty teas, home-style soups, fresh sandwiches, wraps, hot breakfast sandwiches and fresh baked goods, including our trademark donuts. As of October 2nd, 2011, Tim Hortons had 3,871 systemwide restaurants, including 3,225 in Canada, 645 in the United States and one in the Gulf Cooperation Council. More information about the Company is available at [www.timhortons.com](http://www.timhortons.com)

**For further information:**

**For more information or to arrange an interview, please contact:**

Alexandra Cygal  
[cygal\\_alexandra@timhortons.com](mailto:cygal_alexandra@timhortons.com)  
905-339-5960