



TIM HORTONS INC.

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## **Tim Hortons beefs up menu with Beef Lasagna Casserole**

### **First Canadian national quick service restaurant to offer pasta to-go**

OAKVILLE, ON, Oct. 17, 2011 /CNW/ - As the weather cools down, Tim Hortons' menu is heating up with the introduction of its new Beef Lasagna Casserole bowls. Made with hearty tomato sauce, ground beef, lasagna noodles, ricotta cheese, basil, oregano and garlic, this classic family favourite is now a convenient on-the-go option at Tim Hortons restaurants across Canada. With today's launch, Tim Hortons is the first national quick service restaurant in Canada to offer pasta to-go.

"Whether Canadians are looking for a hearty hot lunch or a convenient dinner on the way home from work, Tim Hortons' new Beef Lasagna Casserole offers the comfort of a warm home-style meal, available to enjoy in our restaurants and in the drive thru," said Donna Finelli, Director of Brand Marketing for food at Tim Hortons. "This is also a great new nourishing alternative to typical fast food fare, like burgers and fries."

Tim Hortons' new Beef Lasagna Casserole is an extension of the company's hot bowl category which includes soups and chilli - popular menu items since their introduction in 1985. Tim Hortons sells almost three quarters of soup served in quick service restaurants in Canada and close to seven out of 10 bowls of chilli.

"Last year alone, our guests enjoyed more than 63 million bowls of soup, making this an important segment of our business," added Finelli. "As the hot bowl leader, our guests told us that pasta was a natural extension for us."

Beef Lasagna Casserole delivers on Tim Hortons' promise of great quality and value. A regular 10 oz serving of Beef Lasagna Casserole has 280 calories, provides 13 g of protein and delivers a source of iron and a source of fibre. Served with garlic toast, the 10 oz serving sells for \$4.49 and is available at Tim Hortons locations across Canada.

### **Tim Hortons Inc. Overview**

Tim Hortons is the fourth largest publicly-traded quick service restaurant chain 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, flavored cappuccinos, specialty teas, home-style soups, fresh sandwiches, wraps, hot breakfast sandwiches and fresh baked goods, including our trademark donuts. As of July 3<sup>rd</sup>, 2011, Tim Hortons

had 3,811 system-wide restaurants, including 3,189 in Canada and 622 in the United States. More information about the Company is available at [www.timhortons.com](http://www.timhortons.com)

**For further information:**

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