

**MEDIA RELEASE**

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## **La Prep continues expansion with addition of new Markham location**

*82-seat bistro-style eatery opens at 15 Allstate Parkway*

**MISSISSAUGA, Ont. (January 11, 2019)** – La Prep has opened a new location in Markham as it continues an aggressive expansion plan in the Greater Toronto Area.

The popular chain's newest 82-seat bistro-style eatery opened in early January at an office building at 15 Allstate Parkway.

"We're very excited to give diners in Markham a new option for fresh, healthy meals that taste great," says La Prep CEO Naveen Seth. "We're looking forward a great year ahead. We're continuing to roll out our new branding with each new location we add."

The Allstate Parkway opening follows the launch of new locations recently in Burlington at Joseph Brant Hospital at 1230 North Shore Blvd. and at the Pearson Corporate Centre at 10 Carlson Court in Mississauga.

La Prep launched its Social Bistro concept last July with the opening of a new location in Richmond Hill, replacing its previous Daily Fresh tagline. Social Bistro branding will be reserved for La Prep locations with seating. The tag line is meant to better reflect the chain's rich and diverse menu of fresh foods and sophisticated bistro environment where diners can connect with friends, family and colleagues over tasty, top-quality meals.

Social Bistro locations showcase an extremely clean, upscale design, featuring warm, bright colours, comfortable seating and beautiful displays that accentuate the bistro's fresh sandwiches, salads, hot meals, baked goods and signature beverages, including its line of 100% Rainforest Alliance Certified coffee.

As part of the rebranding effort, La Prep has created a new 7,500-square-foot commissary kitchen, where Executive R&D Chef Richard Chambers and his culinary team develop flavourful, fresh recipes to match the Social Bistro concept and differentiate the chain from its competitors.

La Prep expects to continue significant expansion under its new branding, including the addition of up to 10 new locations in Ontario over the coming year.

**About La Prep:**

La Prep is an upscale bistro-style quick-service restaurant specializing in freshly prepared innovative sandwiches, salads, baked goods and specialty coffees. We pride ourselves on the quality and freshness of our ingredients with a dazzling array of delicious menu items created in our kitchens daily. Our modern and sophisticated bistro environment provides the perfect atmosphere to relax and re-energize with friends, colleagues and business affiliates. We have more than 55 locations across Canada in office towers, regional shopping centres and institutions, such as universities and airports.

More information: [www.laprep.com](http://www.laprep.com)

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