



## BeaverTails Introduces New 'Mini Container' Store Concept

*Mini container is compact, highly efficient and easily integrated into existing infrastructure*

**MONTREAL, OCTOBER 25, 2016** – BeaverTails, makers of unique and delicious BeaverTails® pastries, announce that it will introduce its new 'mini container' store concept at the International Association of Amusement Parks and Attractions (IAAPA) trade show, November 15 – 18 in Orlando, Florida. A press conference will be held at the BeaverTails booth (#831) on Friday, November 18 at 10:20 AM and will showcase a prototype of the new mini container.

Based on an old family recipe, BeaverTails pastries are a Canadian icon – a unique and delicious treat. Served hot and topped with numerous choices, including cinnamon & sugar, chocolate hazelnut spread, Reese's® Pieces and peanut butter, BeaverTails pastries satisfy indulgences of all tastes. BeaverTails also offers a menu of favorite snack foods, including Beaver Bites® treats, BeaverDogs, poutines, and moozoo® smoothies, frozen yogurts and gelatos.

The all-new mini container (10 ft. high x 8 ft. wide x 10 ft. deep) may be staffed by up to four people and has the capacity to serve up to 200 BeaverTails pastries per hour. A highly efficient self-contained unit, the BeaverTails mini container houses all necessary food preparation and storage equipment, is easily connected to any power/water grid and has a starting price of \$65,000 USD.

"We are very pleased to introduce our new mini container concept at this year's IAAPA," says Pino Di Iorio, CEO, BeaverTails. "We have more than 30 years of experience with food service managers at leading amusement parks and other top leisure destinations. Based on this experience, we are confident that the efficiency and simplicity of this mobile unit will be very interesting for food service professionals. Most importantly, the modest footprint and high output potential present an exceptional opportunity."

"The BeaverTails business model is compelling for several reasons. First, our operations are comparatively simple and our food costs are attractive. Second, our product is unique. Third, BeaverTails pastries are topped with a variety of choices, which allows us to provide an animated and interactive experience that creates superior customer engagement and loyalty. And now, with the addition of our new mini container stores, we believe that our offering is more compelling than ever," adds Mr. Di Iorio.

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For more information, please visit <http://www.beavertails.com>.

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