



MEDIA RELEASE

June, XX 2020

For Immediate Release

Canada's first fully automated restaurant is coming to Toronto

Paramount Fine Foods introduces Box'd

TORONTO, Ont. — As Canada starts to prepare for a post-COVID world, many new health and safety measures will need to be put in place to help Canadians stay safe and feel comfortable when out in public.

One-way Torontonians can ensure they are limiting close contact with others when looking for takeout options is by visiting Box'd — Canada's first fully automated restaurant. Opening at 4 King St. W in early summer, Box'd fits the needs of all Torontonians and revolutionizes the way you order and pick up food.

"We are excited to bring the Box'd experience to Toronto," says Mohamad Fakh of Box'd by Paramount Fine Foods. "Throughout the COVID-19 pandemic, many Torontonians chose to cook their meals at home, but as the restrictions ease and more businesses open people are looking forward to eating out. We understand that people may still be a little wary of public places, so we have created a dining option that is fast, efficient, and safe."

Creators of Box'd consulted with Chef Tomer Markovitz to build a menu of recipes that feature delicious lunch and dinner selections, including vegan and vegetarian options. Each have sustainable packaging and express menu options that are accessible in just a few quick and efficient taps. This simplifies Middle Eastern cuisine while adding an innovative spin using new flavours and ingredient combinations from Chef Tomer Markovitz.

"Being fully automated means Box'd can offer Canadians a new and exciting 'smart' way to experience eating out safely," says Ahmed Daify, the Box'd franchisee for Paramount Fine Foods. "Box'd will be the first automated restaurant with a certified chef. We will be hiring at time when the service industry needs it the most. We are excited to bring this opportunity to Canada because Canada is a country of hope."

Box'd is not your typical restaurant. It has simplified the order process, so Torontonians don't spend time standing in line or waiting for their food to be prepared. Guests place their order in advance via a mobile app or they can order at a digital kiosk in-store. Digital status boards within the restaurant update guests when their food is ready and lead them to their pickup location. Digital cubbies and shelves identify orders and create a streamlined experience.

"The state-of-the-art technology used throughout Box'd will revolutionize and transform how consumers experience dining on-the-go and will help our guests feel safe," says Chef Markovitz. "With one chef per meal, all meals are sealed and delivered to sanitized, individual cubbies which simplifies the process and keeps cleanliness and safety top of mind."

This new digital restaurant concept ensures all meals are made fresh and quickly, and by trading front of house order-takers for more chefs and a concierge team, Box'd is able to make it easier for guests to get



the healthy food they want, fast. Ordering is simple through the app and picking up is just as convenient and entirely automated.

Menu items will feature Paramount Fine Foods famous hummus and traditional Middle Eastern flavours and spices in new and exciting recipes created by Chef Tomer. From salads to Box'd hot dishes, delicious oven-baked wraps and refreshing smoothies, Box'd provides a multitude of fast, healthy options for everyone.

To see Box'd by Paramount Fine Foods full menu please visit boxdbyparamount.com

Follow Box'd on [Instagram](#) and [twitter](#) and like it on Facebook.

About Box'd

Paramount Fine Foods introduces Box'd: a new and unique QSR for the Canadian restaurant market. With a desire to introduce a larger population to Middle Eastern food, while still competing in quality and value—Box'd has been created to be a friendly, approachable guide that is ready to introduce you to a whole new world through inspired flavours of the Middle East.

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For more information, please call

Courtney De Caire

Public Relations Project Manager

T- 905 682 7203 ext. 229

M- 289 407 8298

enterprisecanada.com

ENTERPRISE

55 King Street, Suite 500

St. Catharines, ON L2R 3H5