

New pita shop operators from varied business backgrounds

The owners of the first Extreme Pita location in Stouffville are already giving back.

Grand-opening events take place this weekend, including presenting a \$1,000 gift to the Children's Wish Foundation.

The restaurant is in the SmartCentres retail complex at Hwy. 48 and Hoover Park Drive.

Owners Donna Jordan and Danielle Lafontaine "decided the healthy fast food concept was right" for them after Ms Jordan was laid off from Emerson Electric in 2007.

Ms Lafontaine has 17 years' experience in the food industry, managing a Subway and a catering company.

Extreme Pita, which was founded in 1997 by brothers Alex and Mark Rechichi, is

BUSINESS BRIEFS

based in Mississauga. There are nearly 300 locations in North America.

"The current economic climate presents a great growth opportunity for Extreme Pita as consumers are constantly making trade-offs and looking for value when it comes to their dining options," said CEO Alex Rechichi. "While many consumers are downgrading from casual dining to (quick service restaurants), they prefer not to compromise their choice in food. Good economy or bad, customers want to enjoy foods they crave without sacrificing freshness, nutritional value and taste."

The company is looking for single and multi-unit franchisees. The average cost to open a franchise is between \$200,000 and \$270,000, with a franchise fee of \$15,000.

For more information, go to extremepita.com

Stouffville coffee-roasting couple developed love of beans at home

A Stouffville coffee company is hoping to take its products to the next level.

Velvet Sunrise Coffee Roasters, which marks its first anniversary next week, has hired industry veteran Fraser Sullivan to promote the firm's products "into the hearts and minds of businesses and homes from Stouffville to the surrounding regions of the GTA and even beyond through online purchasing".

Stouffville residents Lisa Darchville and Mark Hayward founded the company "from a love for fresh roasting from home over 12 years ago".

They source fairly traded coffee beans from all over the world, roast them and promote a waste-free coffee program.

"(We have) plans in place to grow over the next five years that are exciting and are being executed in a way that will keep our quality as high as possible, from the coffee beans we source to the artisanal fresh roasting each week," Mr. Hayward said. "As this growth occurs, we are also committed to community, education and service that is always personal."

The company is at Unit 8, 100 Ringwood Dr.

For more information, go to velvetsunrise.ca

Come Meet Santa!

SANTA on BOARD the HERITAGE TRAIN
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