

TOSTO Quickfire Pizza Pasta now open

TSX Trading Symbol: "MTY"

MONTREAL, March 11, 2015 /CNW Telbec/ - MTY Food Group Inc. ("MTY" or the "Company" or "MTY Group") (TSX: MTY), has announced today that it has opened its first TOSTO QUICKFIRE PIZZA PASTA restaurant, pioneering "fast-premium" dining in Canada.

"As the rapidly growing segment of fast-casual dining continues to gain acceptance in Canada, MTY believes that now is the time to raise the bar one more level. By creating a fast-premium dining concept, Canadian consumers can experience a high quality, premium fine dining product in a quick service environment and at a reasonable price", said Michael Lublin, Brand Vice President. MTY Group has seen another major demographic shift throughout the country and coupled with a greater knowledge of the culinary industry gained through social media, consumer demand has changed once again in the last five years. MTY Group has clearly recognized and tapped into this demand for a high quality product, at an attractive price point and has responded with TOSTO Quickfire Pizza Pasta.

TOSTO Quickfire Pizza Pasta provides each guest with a freshly prepared, authentic Italian meal made with rustic, artisanal ingredients in an open kitchen. The cornerstone of TOSTO's menu are its scratch-made pasta noodles and highly commended Romano pizza dough, crafted in house every day. Generous servings of both pizza and pasta are topped with the finest ingredients of freshly delivered meats, cheeses and produce. "Our prized menu offering, which is properly paired with a selection of limited wines and beer, is truly an exceptional collaboration between acclaimed Chef Nicholas Wong & MTY's concept development team", said Lublin.

MTY Group has left no stone unturned in its quest to provide every guest an exceptional dining experience. TOSTO'S 800 Bay Street location, in the core of downtown Toronto's financial district, is the quintessential "urban eatery". After ordering a meal at the point of sale counter, guests literally stand feet away from the kitchen and are able to converse with the very chefs who are preparing a special meal, just for them. TOSTO's guests become completely engaged in the experience. "While indeed the curtain goes up and the show starts every day, the guest is really the star of the show and TOSTO is determined to provide the greatest affordable dining experience", said Lublin.

Certain information in this News Release may constitute "forward-looking" information that involves known and unknown risks, uncertainties, future expectations and other factors which may cause the actual results, performance or achievements of the Company or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. When used in this News Release, this information may include words such as "anticipate", "estimate", "may", "will", "expect", "believe", "plan" and other terminology. This information reflects current expectations regarding future events and operating performance and speaks only as of the date of this News Release. Except as required by law, we assume no obligation to update or revise forward-looking information to reflect new events or circumstances. Additional information is available in the Company's Management Discussion and Analysis, which can be found on SEDAR at www.sedar.com.

**On Behalf of the Board of Directors of
MTY Food Group Inc.**

Stanley Ma, Chairman, President & CEO

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