

Mucho Burrito Set to 'Spice Up' Brighton

Offers local residents a taste of its fresh gourmet spin of Mexican flavours

MONTREAL, Dec. 20, 2013 /CNW Telbec/ - MTY Food Group Inc. ("MTY" or the "Company") (TSX: MTY) announced that Mucho Burrito is opening its first restaurant in the United Kingdom market today, bringing its fresh gourmet spin on Mexican food to England. Located 53/54 North Street Brighton, the new location is the first in the United Kingdom for Mucho Burrito and the first of many slated to open internationally.

"We're incredibly excited about expanding the Mucho Burrito brand in England and the United Kingdom marketplace and continuing to feed the local appetite with our fresh gourmet spin on Mexican food," said Sean Black, Chef Development Officer MTY Group Mucho Burrito. "We look forward to bringing our upscale offering to local guests and further positioning ourselves as the premier concept in the Mexican category."

The new Master Development Franchise has been licensed to W & W Burrito Development Ltd and operated by Hugh Wastnage & Martin Wylie. W & W Burrito Development Ltd will be responsible for opening restaurants throughout Kent & East & West Sussex.

Described as "Mucho food with Mucho quality," Mucho Burrito provides guests with an unmatched flavour experience by offering fresh and authentic Mexican food in a contemporary and casual setting. Featuring a "no rules" menu enhanced by the scent of spices and seasonings, roasted vegetables and charbroiled and braised meats, each meal is made to order in front of guests with authentic recipes and fresh ingredients made daily. Guests can choose from a variety of menu selections including hand-rolled burritos, tacos and quesadillas, as well as nacho plates, salads and a selection of custom "Johnny Mucho" sauces.

"Our ability to provide concise and straightforward menu options, complete with gourmet Mexican flavors unlike any other concepts in the area, is what sets us apart," added Sean Black. "The no-rules menu we offer to our guests allows them to fully experience everything Mucho Burrito has to offer."

About Mucho Burrito

Mucho Burrito opened its doors June 13, 2006 in Mississauga, Ontario, Canada. At the time, the brand created a name and logo that reflected the signature menu items-large gourmet burritos, best described as "Mucho food with Mucho quality." Their mission from the inception - to provide guests with an unmatched Mexican flavor experience by offering the freshest and best quality burritos ever tasted, made right in front of your eyes. Today, Mucho Burrito has grown throughout Canada & United States. For more information, visit www.muchoburrito.com or www.mtygroup.com. International Franchise inquiries; please contact Mark Cunningham at mcunningham@mtygroup.com

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

Stanley Ma, Chairman, President & CEO

SOURCE: MTY Food Group Inc.

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