

MTY franchises Mucho Burrito in the United Kingdom

TSX Trading Symbol: "MTY"

MONTREAL, Sept. 30, 2013 /CNW Telbec/ - MTY Food Group Inc. ("MTY" or the "Company") (TSX: MTY) announced today that it is making inroads into England and United Kingdom with its Mucho Burrito Mexican brand which is set to open its first restaurant later this year in Brighton England. The Montreal-based firm has signed an area master development agreement with a master franchisee to develop the brand in Kent & East & West Sussex England.

"We're incredibly excited about expanding the Mucho Burrito brand in the England & United Kingdom marketplace and continuing to feed the local appetite with our fresh gourmet spin on Mexican food," said MTY Food Group's chief development officer Sean Black. "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.

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.

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

SOURCE: MTY FOOD GROUP INC.

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For further information:

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CO: MTY FOOD GROUP INC.

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