



FOR IMMEDIATE RELEASE

Fire Up Your Winter with the New Limited Time Smoke's Poutinerie Tabasco® Trio

***The Largest & Original Poutinerie Meets Hot Sauce Royalty for
Scorching New Flavours and Epic Grand Prizes***

TORONTO (January 11, 2018) – Canadians live in igloos and have pet penguins, right?! Not everyone, but it does get mighty cold in the Great White North so **Smoke's Poutinerie** is turning up the heat to keep you warm this winter with the help of **TABASCO®** infused Poutine. The two brands have joined forces and are bringing a full Poutine meltdown to all **PLAID NATION** Fans by offering a trio of new limited time menu options that incorporate three **FIRE D UP** Tabasco® flavours. The heat is also being cranked way up with not one, but **THREE Grand Prize Trips to Avery Island, Louisiana** for a unique culinary adventure in the home of Tabasco® Brand Pepper Sauce!

"What better way to shake up this colder-than-cold winter than with some epic new flavours," said **Ryan Smolkin, CEO (Chief Entertainment Officer) of Smoke's Poutinerie**. "I'm stoked about the trip giveaway too! Smoke and I wanted to give our Plaid Nation Fans an experience to remember which is why we're giving **THREE** Poutine crazed thrill seekers a chance to visit the legendary Avery Island in Louisiana and get up close and personal with Tabasco®!"

These red-hot limited time offers **run from January 8th to February 12th**. Fans can **FIRE IT UP** with Smoke's newest Tabasco®-fueled gastronomical concoctions, including the **Sweet+Spicy Prime Beef Poutine, Buffalo Chicken Poutine, and Chipotle Steak Poutine**. Smoke's latest recipes combine tasty Tabasco® flavours with the, as He-Man would say, 'Power of Poutine'! Founded in 1868 by Edmund McIlhenny, Tabasco's® recipes have been passed down through generations and will now be featured on top of the iconic Canadian dish!

To earn contest ballots, all Plaid Nation Fans need to do is order any of the three Poutine **FIRE D UP** with Tabasco®. Fans are not limited to a single entry, but can earn as many ballots as they continue to order Tabasco® Poutine this winter! Avery Island is a mysteriously beautiful place where the pepper fields grow, the factory hums, and the McIlhenny family and their employees continue to live and work. An Avery Island experience features, beautiful scenery,

exclusive tours, historic sights, and of course delicious culinary delights. Smoke's Poutinerie can't wait to name three lucky fans as official Avery Island Adventure-ers!

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About Smoke's Poutinerie

Founded in 2009 by creative genius Ryan Smolkin, Smoke's Poutinerie is the World's Largest and Original Poutinerie. Representing 80's Canadiana culture, known for the signature lumberjack plaid, and glam rock music, Smoke's Poutinerie serves over 30 varieties of its famous poutine. With 150-plus locations in Canada, and 50 more open and in development in the United States, the brand is on course for "**GLOBAL DOMINATION!**"

For more information about available franchise opportunities, contact Mike Graham, Vice President of Franchise Development, at mike@smokespoutinerie.com or call (905) 427-4444, ext. 205.

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