



UFood Grill
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For Immediate Release

Contact:

UFood Restaurant Group, Inc.
Charles A. Cocotas, COO
617-787-6000

UFOOD RESTAURANT GROUP TESTS NAAN FLATBREAD SANDWICH MENU ITEMS

Boston, Mass., November 14, 2011 - UFood Restaurant Group, Inc. (OTCBB: UFFC) announced that the company is testing a line of four new Naan Flatbread Sandwich menu items. UFood is simultaneously conducting customer surveys to gauge satisfaction with taste, value and quality.

The Naan Flatbread sandwich items will be offered for a limited time. “We’re always looking for ways to innovate around our healthy menu items and introduce new and unique flavor choices,” said UFood CEO George Naddaff. “We are confident UFood customers will love this new menu item and anticipate these Naan Flatbread offerings to become a healthy staple of the UFood Menu.”

The Naan Flatbread Sandwich line, all served on all-natural whole grain flatbread, consists of four varieties:

- Chipotle Chicken:** grilled chicken breast with lite jalapeno jack cheese, tomatoes, lettuce, pickles, lite chipotle mayo on naan flatbread
- Fresh Falafel:** falafel, tomato and tamarind chutney, fresh cucumbers, yogurt, and fresh cilantro on naan flatbread
- Mighty Chicken:** grilled chicken breast, organic greens, almonds, lite mayo, lite Caesar dressing on naan flatbread
- Fire-Roasted Turkey and Swiss:** sliced turkey, lite swiss, organic greens, tomatoes, cranberry chutney, lite mayo on naan flatbread

The price of each sandwich ranges from \$5.99 to 6.99. Named one of “11 Hot New Food Trends” by MSN, naan is most well-known in the U.S. as being served at Indian restaurants. UFood’s goals are to continue its commitment to delivering the highest quality and best tasting menu offerings to its customers while also improving product margins in the face of increasing wholesale food prices.

“We are proud of our new Naan Flatbread Sandwich line which offers customers great flavor wrapped in a fresh, soft flatbread,” said UFood CEO George Naddaff. “This new line is on-trend and is exactly the type of food that our health-conscious, flavor-craving customers are seeking. We will continue to bring innovation to our product line to respond to their tastes while maintaining our commitment to nutrition.”

About UFood Restaurant Group, Inc.

Headquartered in Boston, Mass., UFood Restaurant Group, Inc. is a franchisor and operator of fast-casual food service restaurants. UFood Grill offers a healthy lifestyle alternative to consumers in the fast-casual restaurant space and is positioned to become a leading player in the “better-for-you” quick-serve restaurant category.

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The Company is led by franchise innovator George Naddaff, who founded Boston Market and led the franchising of several companies including Sylvan Learning Center and VR Business Brokers. Mr. Naddaff has assembled a veteran management team with a successful record in the franchise market. UFood is currently launching a growth plan to franchise nationwide. To learn more, visit www.ufoodgrill.com.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 involving known and unknown risks, delays, and uncertainties that may cause our actual results or performance to differ materially from those expressed or implied by these forward-looking statements. These risks, delays, and uncertainties include, but are not limited to: risks associated with the uncertainty of future financial results, our reliance on our sole supplier, the limited diversification of our product offerings, additional financing requirements, development of new products, government approval processes, the impact of competitive products or pricing, technological changes, the effect of economic conditions and other uncertainties detailed in the Company’s filings with the Securities and Exchange Commission. The Company undertakes no obligation to update any forward-looking statements.

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