



LOOKING AFTER THE HEALTH OF AUSTRALIAN'S FOR 25 YEARS

The healthiest & tastiest fast food option on the market celebrates
25 years of business in Australia!

In 1982, the first pure + natural store opened for business in Melbourne's CBD and since then, pure + natural has grown across Australia, with 33 stores currently serving great tasting, nutritious food to health conscious consumers in Victoria, Western Australia, New South Wales & Queensland.

The franchised food chain, pure + natural was one of the first food businesses in Australia to appreciate the health and environmental concerns of its customers. In fact, as the name suggests, the business itself was founded because of the desire to serve only wholesome, fresh and nutritious fast foods.

Since its Melbourne inception, pure+natural has remained an industry leader when it comes to delivering on the promise of great tasting healthy food. pure+natural is proud that its foods are lower in fat, cholesterol, sugar and calories than other options commonly found in restaurants, cafes and fast food takeaways. "Choice magazine tested pure+natural's food and rated the layered vegetable frittata as being among the 10 healthiest options available on the Australian market." Daily Telegraph March 2006

CEO Don Gregg recently said "this is a great milestone for pure+natural and we thank our valued franchisees, employees and customers for their support over the last 25 years and look forward to the next 25 years as the business continues to grow and prosper as the leading healthy food chain in the Australian market"

pure+natural's philosophy is to supply the natural healthy choice in fresh tasty food and prides itself on delivering outstanding customer service every time. The franchise continues to grow and prime retail sites are available now for enthusiastic franchisees to join this time proven, successful healthy food brand. With modern store refurbishments rolling out across the country, there's never been a better time to join this winning team.

As they celebrate 25 years since opening their doors, pure+natural remains a proudly Australian owned and operated company.

**pure+natural CEO Don Gregg is delighted to be available for interview.
Phone 03 9856 4400**