

# Introduction of new P.F. Chang's For Two promotion is an instant success

By Mike Cohen  
The Suburban

It has been just over a year since P.F. Chang's made its long awaited arrival in Montreal, having launched its first Canadian location several months earlier in Toronto. An international brand that features a unique dining experience within an elegant, contemporary and family-friendly setting, each of the more than 200 P.F. Chang's restaurants across the globe is a culinary journey inspired by the cuisine of the five regions of China, from Mongolia and Sichuan, to Beijing, Shanghai and Hunan.

The Montreal area locations, on Rue des Jockeys next to the former Blue Bonnets Raceway off of the Decarie Expressway and at Carrefour Laval, were instant success stories. P.F. Chang's menu items are cooked-to-order in traditional Chinese woks, using only the freshest ingredients delivered every day. The restaurant understands the importance of responding to consumer tastes and preferences and offers a wide range of vegetarian options and is also well known for its gluten-free menu.

These days the crowds are lining up at the two Montreal locations to take advantage of the clever P.F. Chang's For Two promotion. This special, curated menu is made for sharing at a fixed price of \$19.99 per person. The limited-time, eight-week promotion began on August 18. It is specifically designed to help new guests and P.F. Chang's fans share the perfect meal comprised of their signa-



Chicken Lettuce Wraps

ture and most popular dishes, while saving up to 20 per cent off the regular priced menu.

Cary Mausner, director of operations for P.F. Chang's in Canada, notes that this concept has been popular at many of the company's locations south of the border and could be extended. Added Michael Aronovici, the president and CEO of Interaction Asian Restaurants: "It is only natural we try to do everything in our power to give our guests what they want. Every step of their dining experience is crucial to our success, and if we can help simplify the ordering process we have to try."

This special menu enables guests to share one appetizer, two main dishes and either two mini desserts or one large dessert. For only \$10.99 a third guest can order an additional appetizer and mini dessert. There are nine mouth-watering starters to choose from, including their signature chicken let-



Cary Mausner, director of operations for P.F. Chang's in Canada.

tuce wraps. The hand-made dumplings and vegetable spring rolls are popular as well. As for the 17 main courses, favourites like the Mongolian beef and crispy honey chicken are complemented by the likes of Korean BBQ chicken and seared ahi with wasabi guacamole. The latter two have been added from their limited menu options. Mini desserts like banana spring rolls, New York-style cheesecake and chocolate brownie fudge cake are tantalizing.

"We really made an effort to ensure that our most popular items appeared in each

category," said Mausner. "I believe this promotion will help our customers better navigate our main menu."

Emile Haykel, the operating partner at the Decarie location, said he is overwhelmed with the response diners have had to the new promotion. "Many people knew about this from the States and have been asking when we would introduce it," he said.

**The menu is accessible at [www.pfchangs.ca](http://www.pfchangs.ca). For more information call 514-731-2020 (Decarie) or 450-687-8000 (Laval).**

**Fitness training and group classes**

## Énergie Cardio

CHANGE FOR BETTER

- Private Fitness Training
- Group Fitness Classes
- Weight Loss Program: Kilo Cardio
- FitTest (assessment of your physical condition)
- Unsupervised Fitness Training

For a limited time, get

# \$50\*

OFF ANY ANNUAL MEMBERSHIP.

BEFORE

AFTER

100 LBS LOST!

JUST LIKE JULIE...

Train 2 to 3 times a week, combining a nutrition plan and personalised exercises adapted to your needs. It works!

\* Details at center.

Notre-Dame-de-Grâce

6610, Sherbrooke Street West (near Cavendish)

514 487-2332

Côte-des-Neiges pour Elle

3720, Van Horne Avenue (corner Côte-des-Neiges)

514 439-7778

Verdun

3841, Wellington Street

514 769-5863

Westmount/Forum de Montréal

2313, Sainte-Catherine Street West (corner Atwater)

514 939-1234

Follow us!

**energiecardio.com**  
Other centers 514 397-0458

OPEN HOUSE EVENT\*

# BOB DYLAN

SPECIAL LIVE TRIBUTE CONCERT

Join us for a special evening featuring Craig Morrison and friends playing the songs of Bob Dylan.

Wednesday September 10

7 pm  
\$20 member / \$25 non-member  
Includes refreshments

Gelber Conference Centre

5700 Westbury Ave.  
cummingcentre.org  
514.342.1234

For details about our Open House [cummingcentre.org/openhouse](http://cummingcentre.org/openhouse)  
 \*Special events have a member and non-member fee.