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SERVICE INSPIRED RESTAURANTS
5360 South Service Rd, Suite 200
Burlington, Ontario
L7L 5L1
(905) 745-6433

JACK ASTOR'S TO UNVEIL NEW XXL MONSTER POUTINE TRUCK

Roaming Restaurant Set To Terrorize Canadian Roads + Diets This Summer

TORONTO, APRIL 1, 2017 Hoping to capitalize on the growing popularity of big wheels and big snacks, Canadian restaurant group Jack Astor's is making their first foray into the world of roadside dining.

"Monster trucks have always been a passion of mine," explained COO, Paul Bognar. "So we asked ourselves: how could we leverage this in a really, obnoxiously over-the-top manner?"

Their answer: The Monster Poutine Truck – a 12-foot, 10,000 pound meal on wheels hitting the road this summer. It will serve up super-sized poutine complete with your choice of collectible hub cap, to anyone who's tall enough to pay.

"We're catering to that segment of consumers who want something good on-the-go – but also three to five thousand calories per serving."

Mr. Bognar was unable to confirm rumours that the Michelin Man would be hired as the truck's head chef, but promised complete details would be announced at the official unveiling on MAY 27, 2017.

"Some people might call it a gimmick," Bognar admitted. "Those people would be correct."

Jack Astor's is a Canadian restaurant group owned and operated by SIR Corp. Visit jackastors.com for more details or call (905) 745-6433 if you know how to get a hold of The Michelin Man.

