



The Relentless Pursuit of Results

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What Crêpe? offers French flair, a new dining option for lunch, dinner or late night, in Royal Oak

July 24, 2009, Royal Oak, MICHIGAN – Less than two months since owner Paul Jenkins Jr. opened the doors of the French-inspired What Crêpe? guests have taken notice. Tucked into a quaint location at 317 S. Washington Avenue that offers indoor and outdoor seating, What Crêpe? is open for lunch, intimate dinners and available for special events.

With a Euro-cute concept inspired by Jenkin's favorite eatery in Toronto, and a menu that caters to those with sweet or savory preferences, What Crêpe? was created to offer something special to metro Detroit clientele. Diners can choose from a specialty crêpe like **Mushroom Madness** with a blend of cremini and shitake mushrooms, **Mixed Berry** with strawberries, blackberries and raspberries topped with powdered sugar, or create their own crêpe from a host of fresh ingredients and flavors. The signature dessert option is a delectable **What Chocolate Éclair Crêpe**, complete with creamy vanilla custard and topped with rich chocolate.

Since What Crêpe? opened in May, Jenkins has enlisted Chef Justin Kopsch, formerly of Royal Oak's Little Tree Sushi Bar, to improve upon an already impressive menu and double portion sizes. What Crêpe? offers high quality vegan options, too. The crêperie carries locally-made organic, fair trade Chaz-zano coffee. Order in to receive a French Press full, or take away a steaming cup for a late-morning pick-me-up.

Guests will find a welcoming atmosphere at What Crêpe? On Saturday afternoons, from 12-3 p.m. musician Paul Miles adds Louisiana flare. Restaurant and hotel service industry employees receive 15 percent off their orders on Tuesdays. Those who live or work in Royal Oak receive a 10 percent discount 11:30 a.m. to 2:30 p.m. Tuesday-Friday. What Crêpe? will you try first?

What Crêpe? is open 11:30 a.m. to 8 p.m. Tuesday-Wednesday, 11:30 a.m. to 9 p.m. Thursday-Friday, 9 a.m. to 9 p.m. Saturday and 9 a.m. to 3 p.m. Sunday. Visit www.whatcrepe.com.

To learn more about What Crêpe? or schedule an interview with Paul Jenkins Jr., please contact Jim Miller at millerj@publicityworkspr.com or Stephanie A. Casola at scasola@publicityworkspr.com or call Publicity Works at (248) 691-4466.

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