



## Smoke's Poutinerie Disrupts with Branded Collectible Series

### *More Than Fries, Cheese Curd & Gravy!*

**TORONTO, CANADA (March 24, 2023)** – As a legendary industry leader, innovator and disruptor, Smoke's Poutinerie is doing it AGAIN... this time, they have something new on the menu, and we're not talking Fresh Hand-Cut Fries, Squeaky Cheese Curd & Smoke's Signature Gravy! Instead, the Brand is launching their first Digital Collectibles Series, to reward loyal Smoke's Poutinerie Fans!

The world of digital art has been buzzing with the emergence of NFTs or non-fungible tokens. NFTs are unique digital assets that are typically used to verify ownership of artwork, collectibles, and other digital content. And this trend has now made its way into the Poutine World, as Smoke's Poutinerie throws it back to the era of collectibles and launches their exclusive, one-of-a-kind, free *digital collection* that merges the foodservice industry with the metaverse.

Loogart, a Montreal-raised illustrator and designer known for creating eye-catching vibrant geometric art about cities and people was commissioned to create the digital collectible artwork for Smoke's Poutinerie. His unique Loogmoji portraits and colourful illustrations have been featured on major media outlets such as Complex and often noticed by celebrities such as Marc Anthony, Director X, Casey Neistat, Russell Peters and Snoop Dogg!

**Na'eem Adam, CEO & Co-Founder, dineTab Solutions Inc.** shares "One of my focuses has always been finding innovative ways to support the restaurant industry, that's why I was so excited to team up with Smoke's Poutinerie for this project! It's time to leverage available technology to help businesses increase engagement, and sales and have fun while doing it!"

On **Tuesday April 11, 2023**, the World's Largest & Original Poutinerie will get in on the action and celebrate **National Poutine Day** with the official launch of their first Smoke's Poutinerie Branded Digital Collectible Series! There are limited quantities available, so avoid getting all FOMO about it and head into a Smoke's Poutinerie location to get one of your own!

"We're Entertainers! We're more than Fries, Cheese Curd & Gravy! Our partnership with dineTab has allowed us to take the Smoke's Poutinerie Fan Experience to the next level using digital tech! It's important that we continue to evolve and disrupt the boundaries of the foodservice industry; that's why it made sense for us to enter the NFT market," said **Ryan Smolkin, Chief Entertainment Officer (CEO), Smoke's Poutinerie**. "Our Digital Collectibles give our Fans the chance to be closely connected to our Brand and personally own an exclusive piece of our history."

#### **About Smoke's Poutinerie**

Founded in 2009 by creative genius Ryan Smolkin, Smoke's Poutinerie is the World's Largest & Original Poutinerie. Representing 80's Canadiana culture, known for the signature lumberjack plaid, and glam rock music, Smoke's Poutinerie serves over 30 varieties of its famous Poutine. Fan Favorites include Chicken Bacon Ranch, Chipotle Pulled Pork, Veggie Nacho and so much more! The Smoke's Poutinerie Vision is to achieve **GLOBAL DOMINATION** by providing a Unique, Canadian Food Experience that will Entertain the World! Since its launch, Smoke's Poutinerie has achieved just that, with more than 150 locations globally, a truck/trailer Mobile division and a Sports & Entertainment division, featuring locations in Educational, Transportation and Entertainment venues. For more information, check out [www.smokespoutinerie.com](http://www.smokespoutinerie.com), [Facebook](#), [Instagram](#), [Twitter](#), [TikTok](#), [Snapchat](#), [LinkedIn](#) and [YouTube](#).

#### **About dineTab Solutions Inc.**

dineTab was founded in 2020 by Na'eem Adam and Chris Soueidan. Both are passionate about emerging technologies, art, festivals and dining out. dineTab is a Web3 loyalty platform for businesses to engage with their customers by offering NFTs as rewards. [www.dinetab.io](http://www.dinetab.io)

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