



Bakery finds a little 'Paradise' in Surprise

Sherry Anne Rubiano

The Arizona Republic

Aug. 21, 2007 08:25 AM

Business is booming at the new Paradise Bakery and Café in Surprise.

Company President David Birzon said the Surprise locale had the largest opening day ever for the company when it debuted three weeks ago. It opened with \$85,000 in weekly sales.

And customers continue to fill the restaurant, especially during lunchtime.

"We knew it would do well," Birzon said. "You really look at this area and see there is demand."

The city's first Paradise Bakery and Café is located on Bell Road west of Litchfield Road, at 13959 W. Bell Road.

It features the standard street location menu, which includes a variety of sandwiches, soups, salads and baked goods.

What makes it different from other Paradise Bakery locations is its size: It seats 254 people, including 50 outside, making the restaurant the largest the company has ever opened.

The casual-dining restaurant also offers Wi-Fi access for customers.

Lance Harman of Buckeye is a big fan of the eatery. During his latest visit, he ordered a roast beef sandwich, a slice of carrot cake and two cookies.

"It's the first restaurant I've been to in this huge, vast expanse that has really, really good delicious food," Harman said.

El Mirage resident Travis Dschaak and his family recently stopped in for an early lunch. Like Harman, they are repeat customers.

"I enjoy the food," Dschaak said. "It's decently priced. It's healthy."

The Surprise locale is one of several new Paradise Bakery and Cafes in the Valley.

The Scottsdale-based company opened stores in Chandler and Phoenix this month, and plans to open three more in September.

By year's end, the company anticipates having 11 new stores in the Valley, including one in northern Peoria at Lake Pleasant Towne Center.

"We believe the Phoenix market is a phenomenal city to do business in," Birzon said. "We want to get to a point where we're a major player."

"I'm still just amazed at the numbers and the reception we get at all the different neighborhoods we open up at," he said. "It's incredible."

Paradise Bakery and Café also operates stores in nine other states, including California, Oregon and Massachusetts.

Post a Comment

This is a public comment zone. Readers are solely responsible for the content of their posts and must comply with our [Terms of Service](#) and [Rules of Engagement](#). Report offensive content by clicking on the "Report abuse" link.

azcentral.com login required
• [sign in to post a comment](#) »
• [click here to register for a free account](#) »

- [ddweller](#) | [Profile](#)
- Posted: Aug 21, 2007 at 10:50 AM
- [Report abuse](#)



Food is great!

- [desertwnd1](#)
- Posted: Aug 22, 2007 at 12:40 PM
- [Report abuse](#)

YAYYAYAYAYAYAYYYY!!!!



Your Comment:

You must be logged in to post comments.

[Log In](#) | [Register](#)