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Record-breaking growth streak continues for Paradise Bakery & Cafe

“No one should be more than ten minutes from Paradise”-says PB&C president

SCOTTSDALE, AZ–November 27, 2007– With two new Valley locations open so far this month and two more coming in the next few days, **Paradise Bakery & Café (PB&C)** seems to be rising faster than a loaf of the popular fast casual restaurant’s freshly baked bread.

The Scottsdale-based chain opened two new stores so far this month: one in Chandler and another in Peoria. It will open two more by month’s end to bring a total of 27 stores in the Valley.

“The way we see it no one should be more than ten minutes from Paradise,” said **PB&C President David Birzon**. “We want to bring our fresh soups, salads, sandwiches and bakery items to as many people as possible.”

Raintree Ranch Mall brings quaint patio, outdoor fountain and plenty of attitude

A quaint patio and unusual outdoor fountain are just two things that make the new Chandler PB&C store at Raintree Ranch Center at 2855 W. Ray Road stand out.

The store, which opened Nov. 14, is the fifth PB&C located in Chandler. And it’s a special addition to the city, according to **General Manager Breanna Davis**. Davis leads a team of 45 employees at the store.

“It is fun here everyday,” she said. “Sometimes we’ll break into song and our guests will start laughing and clapping, it catches on quickly.”

The store is open Monday through Saturday from 6am - 9pm and Sunday from 6 am to 6 pm.

Breakfast is served Monday through Friday from 6am - 10am and Saturday and Sunday 6am to 11am.

PB&C brings first store to Peoria at Lake Pleasant Towne Center

PB&C opened its first-ever Peoria store on Nov. 12 at the Lake Pleasant Towne Center at 9918 W. Happy Valley Road. **General Manager Nicole Provenzano** who started with Paradise in June and helped open the chain's record-breaking Surprise store earlier this year leads a team of 50 at the new store.

"The new store is bright and open and the food is so delicious," said Provenzano. "It's a pleasure to be here."

Visit the store Monday through Saturday from 6am - 9pm and Sunday from 6am - 6pm
Breakfast is served Monday through Friday from 6am - 10am and Saturday and Sunday between 6am and 11am.

PB&C is scheduled to open two more Valley locations—December 3rd at 101 & Scottsdale in Phoenix and December 11th at Superstition Gateway Center in Mesa as part of a record-breaking growth phase that began earlier this year.

About Paradise Bakery & Café

Paradise Bakery & Café, one of the pioneers of the fast-casual, bakery/café segment, was founded in 1976 in Long Beach, California. Two of the founders, CEO Dan Patterson and Executive Vice President Mark Patterson, are still with the company today.

The company has been headquartered in Scottsdale since 1988. It is renowned for its fresh menu. Paradise Bakery & Café operates 60 cafes in ten states, including 26 in Arizona. Its menu items are overseen by renowned chef Gregory Casale who gained recognition as executive chef for numerous four and five star restaurants before joining Paradise Bakery & Café two years ago.

Outside its home state, Paradise operates stores in Aspen, Boston, California, Colorado Dallas, Indiana, Omaha, Portland, Utah, and Vancouver, Washington among other markets. The popular restaurants include street locations, office buildings, airports and major mall locations. More information: www.paradisebakery.com.