



Scottsdale-based Paradise Bakery & Café rolls out organic chicken across the country

Phoenix, AZ—December 11, 2007—Scottsdale-based **Paradise Bakery & Café (PB&C)** today announced that by the end of 2007, it will serve only organic chicken in all its stores, including its 27 Arizona stores.

This is a giant step for the popular Scottsdale-based fast-casual restaurant chain which uses about 445,000 pounds of chicken per year.

“At Paradise we strive to make it better everyday,” said **PB&C President David Birzon**. “Making the move to organic chicken in all of our stores improves the quality of the product we offer. It’s very exciting.”

Many PB&C locations have already begun converting to organic chicken in its menu items. Every company-owned and licensed location will have the new chicken in place by the end of the year.

Currently, PB&C features chicken in nearly a dozen of its dishes. Chicken is available as an add-on to all of its salads.

The new naturally-raised chicken is never given antibiotics or added hormones. It is fed a strict vegetarian diet. Customers will be able to taste the difference, according to company officials, because the organic chicken is more flavorful.

“We know from our guests that they are looking for food that tastes great and fits into their healthy lifestyles,” said **PBC Corporate Chef Greg Casale**. “We are committed to exceeding their expectations.”

Company officials said they began considering the change ten months ago.

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 27 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.

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