



1/06/2006 BCD OPENS 1st FRANCHISED BUTTERCUP BAKE SHOP – FOR IMMEDIATE RELEASE

In a project managed by **Branded Concept Development (BCD)**, **Buttercup Bake Shop** has opened its first franchised location at 141 West 72nd Street in Manhattan. BCD handled the real estate, design and construction for this location, Buttercup Bake Shop's 2nd store in the New York Metro area.

BCD also represented Buttercup, earlier this year, on its new commissary location in Long Island City for 1,600 square feet at 41–21 28 Street in Long Island City. This location will be used as a commissary and franchisee training location.

BCD is an outsourced real estate, design and construction alternative for developing restaurant and retail concepts. Whether imparting proven expertise to a start-up concept or supporting the roll-out of an existing brand, BCD provides the essential insight for a cost-effective approach throughout the expansion process.

BCD's clients include Blockheads Burritos, Camille's Sidewalk Café, Checkers Drive-In Restaurants, Coffee Beanery, Desert Moon, Energy Kitchen, Famous Dave's, Gateaux Bakery, Good Enough To Eat, Great Steak & Potato Company, New York Health & Racquet Club, Papaya King, Ranch*1, Red Robin Gourmet Burgers, Rita's Water Ice, Samurai Sam's Teriyaki Grill, Surf City Squeeze and The Vitamin Shoppe.

For additional information, please contact:

Ayelet Schwartz
Marketing Manager
Branded Concept Development
Phone: (212) 260-5210 ext. 12
Fax: (212) 260-5211
Email: aschwartz@bcdevelopment.com
www.bcdevelopment.com

Larry Feierstein
Director of Franchising
Buttercup Bake Shop
Phone: (212) 350-9940
Fax: (212) 350-1738
Email: larryfire@excite.com
www.buttercupbakeshop.com