



## 4/10/06 BCD OPENS MARIANO RIVERA'S STEAKHOUSE – FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is proud to announce its role as architect and project manager for New York Yankee's superstar **Mariano Rivera's** newest restaurant venture. His steakhouse, named **Mo's New York Grill**, will be located at 15 Memorial Highway in New Rochelle, NY.

Mo's New York Grill will feature delicious steaks and seafood in a classic upscale steakhouse setting. Located in New Rochelle, New York, Mo's design will feature contemporary chandeliers, oversized mirrors and rich mahogany wood furnishings. The restaurant will seat 110 guests and will be comprised of banquet facility space and a bar and lounge.

"Branded Concept Development managed all aspects of the development of Mo's New York Grill with extreme attention to detail. They took our vision and really ran with it," commented Gary Fosina, Co-Owner of Mo's New York Grill.

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 comprehensive and cost-effective approach throughout the expansion process.

BCD's clients include Camille's Sidewalk Café, Checkers Drive-In Restaurants, Chevys Fresh Mex, Coffee Beanery, Cosi, Desert Moon, El Pollo Loco, Famous Dave's, Fleming's Prime Steakhouse, Fogo de Chao, Red Robin Gourmet Burgers and The Vitamin Shoppe.

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