



## 7/17/06 BCD ACHIEVES ZEN – FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is proud to announce its role as the exclusive real estate broker for **Zen Palate**.

Zen Palate was founded by a group of Buddhist monks seeking a quality, Asian-based, vegetarian cuisine. Zen Palate opened its doors in 1990 with hopes of promoting a healthy lifestyle by offering fresh and non-processed foods. Using a diverse mixture of Eastern and Western ingredients, Zen Palate has created a delicious and versatile vegetarian menu, which became an instant hit for New Yorkers.

Zen Palate currently has three locations, with expansion plans for ten more café locations in the New York market.

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 Checker's Drive-In Restaurants, Chevys Fresh Mex, Cosi, Desert Moon, El Pollo Loco, Fleming's Prime Steakhouse and Wine Bar, Fogo de Chao, La Grenouille, L.A. Weight Loss Centers, Mariano Rivera's New York Grill, New York Health & Racquet Club, Papaya King, Red Robin Gourmet Burgers, Super Laundry, The Vitamin Shoppe and more.

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