



## 12/18/06 BCD ANNOUNCES NEW LOCATION FOR ZEN PALATE – FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is proud to announce that their exclusive client, **Zen Palate**, has signed a 10-year lease for 2,000 square feet at 465 Lexington Avenue, between 45th and 46th Streets, in Manhattan. Zen Palate currently has one location in Westbury, Long Island and two locations in Manhattan – Union Square and Hell’s Kitchen - with another under development in the Financial District on John Street.

Alexandra Turboff, Manager of Real Estate for BCD, negotiated on behalf of Zen Palate directly with the landlord’s representative, Ron Longstreet of Solil Management.

Established in 1990, Zen Palate was founded by a group of Buddhist monks seeking quality, Asian-based, vegetarian cuisine. Zen Palate opened its doors with the 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 menu which is an overwhelming favorite of New Yorkers and visitors alike.

The HOV Group, the parent company of Zen Palate, is also launching a new healthful, vegetarian sandwich concept, Simply Zen, to debut in New York City in Spring 2007.

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: Ark Restaurants, Chevys Fresh Mex, Coffee Beanery, Cosi, Desert Moon, El Pollo Loco, Fado Irish Pubs, Five Guys Famous Burgers & Fries, Fleming’s Prime Steakhouse and Wine Bar, L.A. Weight Loss Centers, Mariano Rivera’s New York Grill, New York Health & Racquet Club, Papaya King, Saladworks, Super Laundry, The Vitamin Shoppe and more.

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