



4/16/07 BCD IMPORTS SUGO! e BASILICO STRAIGHT FROM ITALY – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce its role as project manager and prototype designer for **Sugo! e Basilico**. Located at 545 Fifth Avenue between 44th and 45th Streets, this is Sugo's flagship location, with plans to develop several more locations within the next few years.

Sugo is honoring the long lasting tradition of Italian cuisine, by offering a distinctive blend of fresh, healthy, and delectable Mediterranean foods. They deliver both a comfortable environment and fast service, while always preserving the integrity and quality of their food.

Sugo was given the guidance and essential elements, acquired through years of industry experience, from BCD to build its concept. BCD demonstrated its ability as a multi-service firm that is capable of supporting a restaurant or retail entity at any stage of its development.

"By taking advantage of the various services that BCD offers, we were able to gain the confidence and experience that we needed to launch Sugo here in the United States. BCD provided us with just what we needed to make it all happen," said Andrea Guerra, the founder and owner of Sugo.

BCD is also acting as Sugo's exclusive real estate broker, providing development strategy and consulting as they seek additional locations.

"We take pleasure in helping our clients strengthen their brand and their business. To be able to nurture ideas from their beginning, and continue to provide support for our clients to suit their developing needs is more than just business, we're also nourishing the entrepreneurial spirit," said Andrew Moger, President and CEO of BCD.

BCD's clients include Ark Restaurants, Camille's Sidewalk Café, Chevys Fresh Mex, Coffee Beanery, Cosi, Desert Moon, Fado Irish Pubs, Five Guys Famous Burgers and Fries, Fleming's Prime Steakhouse and Wine Bar, L.A. Weight Loss Centers, Mo's New York Grill, New York Health and Racquet Club, Papaya King, Pump Energy Food, Saladworks, Super Laundry, The Vitamin Shoppe, Zen Palate, and more.

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