



6/25/07 BCD PUTS THE ICING ON THE CAKE FOR CRUMBS BAKE SHOP – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce that **Crumbs Bake Shop** has signed a lease for 550 square feet at 67 Wall Street in Manhattan.

Jeffrey Levy, Associate Manager of Real Estate for BCD, negotiated on behalf of Crumbs, with Darrell Rubens of Winick Realty Group, who represented the landlord.

Mia and Jason Bauer first opened the doors of Crumbs Bake Shop in March of 2003. The menu consists of an irresistible blend of comfort-oriented classics and elegant baked goods, but the specialty of the house is cupcakes. The stores are reminiscent of old-time candy shops with wood cases, tiled floors and wall-to-wall treats.

Crumbs Bake Shop currently has four locations in Manhattan and one in East Hampton.

BCD is an outsourced real estate, design and construction firm 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, Blockheads Burritos, BRGR, Chevys Fresh Mex, Coffee Beanery, Cosi, The Counter Burger, Desert Moon, El Pollo Loco, Fado Irish Pubs, Five Guys Famous Burgers and 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, The Pump - Energy Food, Saladworks, Scott J. Aveda Salonspas, The Vitamin Shoppe, Zen Palate and more.

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