



## 9/11/07 BCD BRINGS RED MANGO TO THE BIG APPLE – FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is proud to announce that their exclusive client, **Red Mango**, has signed a 10-year lease, with two five-year options, for 900 square feet, plus a 700 square foot backyard, at 182 Bleecker Street in Manhattan .

RMNY, Inc., the master developer for Red Mango in New York and New Jersey, will be operating this location. RMNY has two other locations currently under development at 723 8th Avenue ( 45th Street ) and 136-53 Roosevelt Avenue in Flushing.

Alexandra Turboff, Manager of Real Estate for BCD, negotiated on behalf of Red Mango with Matt Khatamov, of Knickerbocker Realty, who represented the landlord. The asking price was \$213 per square foot.

Founded over five years ago, Red Mango ([www.redmangousa.com](http://www.redmangousa.com)) first introduced the healthy frozen yogurt trend that's sweeping the United States , combining indulgently flavorful authentic nonfat frozen yogurt with fresh and exciting toppings. Red Mango's most unique differentiating factor is its authenticity – Red Mango is the first natural frozen yogurt retailer to receive the Live and Active Culture Seal from the National Yogurt Association. Reinforcing their claim as "The Original," Red Mango has over 140 stores in South Korea .

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 Alicart Restaurant Group, Ark Restaurants, Blockhead's Burritos, Camille's Sidewalk Café, Chevy's Fresh Mex, Coffee Beanery, Cosi, Desert Moon, Fado Irish Pubs, Five Guys Burgers and Fries, Fleming's Prime Steakhouse and Wine Bar, Mariano Rivera's New York Grill, New York Health and Racquet Club, Papaya King, Pump Energy Food, Qdoba, Saladworks, Super Laundry, The Vitamin Shoppe, Zen Palate, and more.

For additional information, please contact:

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