



1/18/08 BCD BREWS UP TWO NEW LOCATIONS FOR JOE – THE ART OF COFFEE – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is pleased to announce that Alexandra Turboff has represented their exclusive client, **Joe - The Art of Coffee**, in lease transactions at two iconic New York City buildings - Chelsea's London Terrace and Grand Central Terminal.

The first location, situated in the Graybar Passage of Grand Central Terminal, is 336 square feet. The landlord, the Metropolitan Transit Authority (MTA), was represented in-house by real estate manager Jordan Wein.

The second location, at 405 West 23rd Street in the retail portion of the London Terrace apartment complex, is 700 square feet. The landlord, Sonia Pelekis, was represented by Jason Maurer of Newmark Knight Frank Retail.

Joe - The Art of Coffee, founded by Jonathan Rubinstein in 2003, is obsessively committed to producing a great cup of coffee. While ambience, service and decor are never overlooked, the main focus is on the quality of the product. What has been dubbed the "Anti-Starbucks" by some, Joe has been wholeheartedly embraced by New Yorkers as a homegrown brand.

These locations will be the fourth and fifth in New York City for Joe.

BCD is an outsourced real estate, design and construction firm for developing restaurant and retail concepts. Whether imparting our 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 portfolio of work includes: Alicart Restaurant Group, Ark Restaurants, Blockhead's Burritos, Camille's Sidewalk Cafe, Chevys Fresh Mex, Cosi, Desert Moon, Dinosaur Bar-B-Que, Five Guys Famous Burgers and Fries, Fleming's Prime Steakhouse and Wine Bar, Papaya King, Red Mango, Saladworks, The Pump Energy Food, Vitamin Shoppe, Zen Palate and more.

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