



11/03/08 BCD LEASES 4TH NEW LOCATION FOR CRUMBS BAKE SHOP – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is pleased to announce that they have represented their client, **Crumbs Bake Shop**, in a new lease transaction.

The 1,145 square foot location is located in the heart of Hoboken at 409 Washington Street. Barry Williams, of BCD, represented Crumbs and Steve Miller, of Century 21/Innovative Realty, represented the landlord.

This is the fourth lease transaction BCD has completed for Crumbs.

Crumbs Bake Shop was launched by Mia and Jason Bauer in 2003. Famous for their award-winning, oversized cupcakes, Crumbs now has eight locations in Manhattan, one in East Hampton, one in Stamford (CT) and two in Los Angeles. Sporting a new look and feel, Crumbs currently has nine new bake shops under development in the New York-metro area.

In addition to its role as real estate broker, as part of its turn-key roll-out service, BCD has acted as project manager for Crumbs, overseeing all design and construction for the 14 new bake shops in the New York-metro area.

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, 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.

CD's portfolio of work includes: Alicart Restaurant Group, Aramark, Ark Restaurants, Blockhead's Burritos, Chevys Fresh Mex, Cosi, Dallas BBQ, Desert Moon, Dinosaur Bar-B-Que, Doubletree Hotels, Five Guys Famous Burgers and Fries, Fleming's Prime Steakhouse and Wine Bar, Joe - The Art of Coffee, Papaya King, Zen Palate and more.

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