



11/05/08 BCD SELECTED TO MANAGE TWO PROJECTS FOR DINOSAUR BAR-B-QUE – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce that they have been selected to manage two construction projects for **Dinosaur Bar-B-Que**.

As a result of Columbia University's expansion, Dinosaur Bar-B-Que in Harlem will be relocated to a new building directly across the street from the current location. The 7,200 square foot restaurant will be located on the southwest corner of 12th Avenue and 125th Street next to Fairway and the new entrance to the Harlem River Park Esplanade.

Also, at their original restaurant in Syracuse, Dinosaur Bar-B-Que will be adding a 2nd level. The new space, designed to resemble a beer hall, will be approximately 3,700 square feet and feature additional dining, a private event space, and concert venue.

Dinosaur Bar-B-Que was founded by John Stage in 1988. Since that time, Dinosaur has regularly been acclaimed as one of the best bar-b-que restaurants in the country. In addition to the Harlem and Syracuse locations, Dinosaur Bar-B-Que has another location in Rochester, with plans for further regional development.

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.

BCD's portfolio of work includes: Alicart Restaurant Group, Aramark, Ark Restaurants, Blockhead's Burritos, Chevys Fresh Mex, Cosi, Crumbs Bake Shop, Desert Moon, 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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