



## 11/20/08 BCD TURNS KEY FOR ARAMARK WITH BOTH REAL ESTATE AND DEVELOPMENT SERVICES – FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is proud to announce that they have signed a lease for their exclusive client, **Aramark**, at 132 West 31st Street, for use as a commissary for corporate and special events catering. Availing themselves of the firm's turnkey development services, Aramark has also selected BCD to manage the construction of the 4,000 square foot facility.

Aramark provides award-winning food services to businesses and entertainment venues around the world. A \$12 billion company, Aramark has ranked in the top three of Fortune Magazine's "Most Admired Companies" since 1998.

Alexandra Turboff, Manager of Real Estate, handled the leasing assignment for BCD, and the landlord was represented by Peter Braus of Sierra Realty.

BCD is an outsourced real estate, design and construction alternative 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 cost-effective approach throughout the expansion process.

BCD's portfolio of work includes: Alicart Restaurant Group, Ark Restaurants, Blockhead's Burritos, Crumbs Bake Shop, 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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