



7/01/09 BCD LEASES 4TH MANHATTAN LOCATION FOR FIVE GUYS BURGERS AND FRIES – FOR IMMEDIATE RELEASE

Branded Concept Development (BCD) is proud to announce that they have represented their exclusive client, **Five Guys Burgers and Fries**, in a new lease transaction.

The 1,700 square foot space is located at 690 Third Avenue between 43rd and 44th Streets. Alexandra Turboff, Director of Real Estate at BCD, represented Five Guys, and the landlord, Solil Management, was represented in-house by Ron Longstreet.

This is the fourth Manhattan location for Five Guys Burgers and Fries, with plans for aggressive growth into 2010.

Five Guys Famous Burgers and Fries began as a family-run business in 1986 and is now an award-winning national chain with over 400 locations. Five Guys was voted "#1 Burger" in the Washington, DC area by Washingtonian Magazine for eight years in a row and named "Best New Fast Food" in 2008 by Time Out New York.

In addition to its role as exclusive real estate broker, as part of its turn-key roll-out service, BCD has acted as project manager for Five Guys, overseeing design and construction for all four Manhattan locations.

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, Aramark, Ark Restaurants, Basis Markets, Chevys Fresh Mex, Cosi, Crumbs Bake Shop, Dallas BBQ, Desert Moon, Dinosaur Bar-B-Que, Doubletree Hotels, Fleming's Prime Steakhouse and Wine Bar, Joe the Art of Coffee, Papaya King, Petaluma, Wall Street Deli, Zen Palate and more.

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