



## 8/18/2009 BCD COMPLETES MAJOR RENOVATION OF LONG-STANDING PETALUMA RESTAURANT – FOR IMMEDIATE RELEASE

**Branded Concept Development (BCD)** is proud to announce that they have completed a major re-design and renovation of the long-standing **Petaluma** restaurant on Manhattan's Upper East Side .

Petaluma has been a fixture on the New York dining scene since it first opened its doors 22 years ago. In addition to serving delicious antipasti, pasta and Italian specialties, as a pioneer of the wood-burning brick oven as a restaurant fixture, Petaluma has always garnered particular attention for their hand-crafted artisanal pizza.

As part of their turn-key development services, BCD secured Treehouse Design to create the new look and feel, and then managed the entire design and construction process. All work was performed while the restaurant remained open for business.

BCD is an outsourced real estate, design and construction firm for developing restaurant and retail concepts. Whether imparting their 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, Blockhead's Burritos, Chevys Fresh Mex, Cosi, Crumbs Bake Shop, Dallas BBQ, Desert Moon, Dinosaur Bar-B-Que, Doubletree Hotels, Five Guys Burgers and Fries, Fleming's Prime Steakhouse, Joe the Art of Coffee, Papaya King, Wingstop, and more.

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