



## 3/24/10 BCD SECURES 1ST LOCATION IN NEW YORK CITY FOR FRESHII – FOR IMMEDIATE RELEASE

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

The 1,378 square foot space is located at 1407 Broadway, between 38th and 39th Streets, in the Garment District. Barry Williams, Manager of Real Estate at BCD, represented Freshii, and the landlord, 1407 Broadway Real Estate, LLC, was represented in-house by Robert Forman.

This is the first New York City location for Freshii, with plans for aggressive growth through 2011.

Freshii was founded in Toronto in 2005, and has quickly become one of the industry leaders in healthy dining. Through their vision of "Fresh Food, Custom Built, Fast," Freshii is focused on becoming the most convenient choice for healthy and fresh meals served quickly in a cool, clean, and environmentally sustainable setting for breakfast, lunch and dinner. Freshii currently has 18 locations across the United States and Canada.

In addition to its role as exclusive real estate broker, as part of its turn-key roll-out service, BCD will be acting as project manager for Freshii, overseeing design and construction.

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, Five Guys Burgers and Fries, Joe the Art of Coffee, Papaya King, Petaluma, Wall Street Deli, and more.

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