

FOR IMMEDIATE RELEASE
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Baker Bros American Deli opens second Amarillo restaurant

Amarillo, Texas – Baker Bros American Deli will open its second restaurant in Amarillo on December 21, bringing the same upscale deli experience to the Shops at Soncy.

The 140-seat restaurant, offering award-winning salads, specialty sandwiches on artisan breads, stuffed baked potatoes and gourmet pizzas, opens in the Shops at Soncy on 3300 S. Soncy Rd. Catering and call-in orders may be placed by calling the location directly at 806-352-6135.

Baker Bros offers a selection of 14 specialty sandwiches and build-your-own deli sandwiches made with premium meats, cheeses and fresh produce. Their proprietary breads come in four varieties – farm bread, whole wheat, light rye and eggspun. Eight salads are offered in regular or half portions, and six baked potatoes and eight gourmet pizzas prepared on focaccia crust round out the menu.

The second Amarillo restaurant is the third of nine Baker Bros franchises that Lewis BB Restaurants will open in West Texas. Lewis BB Restaurants are also searching for a site for a second Baker Bros location in Lubbock. In May, the franchisees opened their first Baker Bros franchise in Amarillo, setting a company record for opening store sales. By 2011, they will open a total of nine Baker Bros franchises in the following cities: Lubbock, Amarillo, Wichita Falls, Abilene, San Angelo, Midland and Odessa.

Founded in 1999 by restaurant industry veterans Ken Reimer and Tom Dahl, Baker Bros currently operates eight company stores in Dallas and has more than 30 franchised stores open or in development in Las Vegas, California, Texas, Arkansas, and South Carolina.

Corporate locations averaged \$1.3 million in annual sales in 2006 with average guest checks of around \$7.50. The average guest count is 3,200 customers a week. Corporate

locations have seen same-store sales growth of 6.9 percent, 12.2 percent and 10 percent in the last three years with very little advertising.

Baker Bros units range from \$416,000 to \$686,000 with the average totaling around \$500,000 per unit. Franchise fees are \$25,000 per location. Franchisees are required to open a minimum of three stores within end caps of powerhouse shopping centers, near medium-density offices or close to a mix of retail and residential development.

In the next five years, Baker Bros plans to have 60 to 70 units in operation with several airport locations.

For more information, visit www.bakerbrosw.com.

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