



PAUL[®] celebrates the Grand Opening of its second bakery-café and kiosk at Aventura Mall.

According to PAUL[®] USA CEO **Luc Bansay**, this second location is just the beginning of the love story between real estate developers and PAUL[®], who will build many bakery-cafés with the most successful developers in the USA who were also present at this Grande Fête: **Simon Properties, Turnberry Associates, The Mills Corporation, Menin Development, The Related Group and Taubman Company.**

PAUL[®] Grand Opening at Aventura Mall, was a veritable who's who of Miami and Aventura's real estate life and development with Ms. **Mayor Susan Gottlieb** who presented Mr. Pierre Bansay -- the proud operating partner of **PAUL[®]** at Aventura Mall -- with the **City of Aventura Proclamation to Vice Mayor Billy Joel, Eric Soroka, City Manager, Joann Carr and Donna Mussato** of the zoning and planning office, **City commissioners Luz Weinberg and Michael Stern, Zev Auerback & Bob Diamond, Vice Mayor of Sunny Isles Roz Brezin, Commissioner Sally Heyman, Jackie Soffer and Ted Siegal of Turnberry Associates, Beverly Raphael, President & CEO of RCC Associates, Gilbert Benhamou of Sheafor Development**, among other personalities.

Benefiting the **"I have a Dream"[®] Foundation**, Stephanie Trump and Apety Group Inc. dba PAUL USA opened at Aventura Mall with fanfare, while helping motivate and empower at-risk **children** from inner city communities to reach their **education** and career goals by providing a long term program of mentoring, tutoring and enrichment and tuition assistance for higher education.

The **2,180 square foot bakery-café** has seating for **20 indoors** and another **48 outdoors. The 169 square foot kiosk** has seating for **24**. These new openings at Aventura Mall demonstrate PAUL[®]'s ability to adapt to market conditions whilst remaining true to the French art-de-vivre concept. Now widespread around the world with over 320 stores in France, Spain, the UK, Holland, Lebanon, Dubai, Japan and the United States, PAUL[®] brings France's art-de-vivre in a smaller "jewel" format bakery-café with a full menu. With outside seating emulating the sidewalk café Paris is so famous for, to quality woodwork and antiques, the Aventura Mall PAUL[®] feels so homey and comfortable, it seems it has been there for many years.

The extensive and affordable menu includes many standard café selections such as freshly made **soups** and **salads, quiches** and delicious **sandwiches**. Resistance is futile when it comes to the **desserts** options including traditional **tarts** – bursting with fruits like raspberry, strawberry, and blueberry. The specialty of the house is a classic French confection – the PAUL[®] **macaron** – a light fluffy meringue in chocolate, coffee or pistachio. And, since any great dessert requires an excellent cup of coffee, the beans are roasted in Italy to PAUL[®] specifications.

PAUL[®] bakery-café and kiosk are located at **Aventura Mall, 19575 Biscayne Boulevard**. The store is between JC Penneys and Coco's Day Spa and the kiosk in the center of the Mall. Hours are **Monday through Saturday, 8 a.m. to 10 p.m.** and **Sundays, 8:00 a.m. to 8:00 p.m.** **Brunch** is served on **Saturdays and Sundays until 2:00 p.m.** Phone: **305- 682-8012**.

The US maiden store is at Biscayne 14861 Biscayne Boulevard (just north of Costco). Hours are Monday through Saturday, 7 a.m. to 9:00 p.m. and Sundays, 7:00 a.m. to 8:00 p.m. Brunch is served on Saturdays and Sundays until 2:00 p.m. Phone: 305-940-4443.

Media contacts:

Vladimir G. Alfa / Natalia Ize - pr@paulusa.com
APETY GROUP INC. d/b/a PAUL[®]
Tel. 305-895-1144 / 866-PAULUSA (728-5872) / WWW.PAULUSA.COM