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PAUL
Maison de Qualité
Fondée en 1889

Bringing the Flavors of France to Florida

First U.S. Location Features Old World Breads, Delectable Pastries and Café Fare

PAUL, synonymous throughout France and most of Europe with high quality, old world baked goods since 1889, has opened a **3200 square foot bakery and café**, with seating for **40 indoors** and another **40 outdoors** at **14861 Biscayne Boulevard** in the new **Biscayne Commons** shopping center. According to **PAULUSA vice president Luc Bansay**, the new location serves as a starting point in the company's plan to roll out an additional 100 bakery/café in the Southeast over the next few years, including 30 in Florida.

Considered France's leading bread-maker, PAUL traces its beginnings back over one 100 years to a small bakery in northern France. Since that time, PAUL has grown to encompass **more than 300 bakeries and cafés** throughout Europe, the Middle East and Asia, while providing breads and pastries for top hotels and resorts. With 105 shops in the greater Paris region as well as locations in the United Kingdom, Turkey, Spain, the Netherlands, Japan, Morocco, Lebanon, Kuwait and Dubai and new locations coming in the United States. PAUL served **72 million customers** in **2004**, with sales of **15,000 PAUL breads every hour** in France alone.

The parent company of PAUL, **Groupe HOLDER** posted figures in 2002 of revenue in excess of **254 million dollars**. Upwards of **4,500 employees** provide the friendly professional service that has become the HOLDER trademark. Indeed, PAUL was the winner of the prestigious **MAPIC 2004 Award** for Best Food Retailer, an international honor based upon originality of concept, number of outlets opened and quality of customer service, among other criteria.

Bringing the tradition overseas in the form of 100 restaurants opening in the southeast United States over the next few years, the bakeries in the United States will employ the same time-honored baking techniques, and offer the same friendly professional service and family atmosphere (children even have special "king" chairs) that have made the chain one of the most beloved in Europe. Indeed, the company has imported its head baker from France as well – Fernand Erdmann, a seasoned master with over thirty years experience creating sublime breads and pastries.

Serving **breakfast, lunch and dinner**, PAUL celebrates the French art de vivre in a welcoming environment that evokes the sense of a cozy village café. Here, customers

will find counters piled high with fragrant breads, sumptuous pastries, and hard to find specialty products, along with more than 140 varieties of all natural, rustic and artisan breads and an impressive array of desserts. With surprisingly elegant décor featuring antique chairs and tables imported from France; an open kitchen that provides a full view of the bakers at work; and the irresistible aroma of freshly baking bread wafting through the air, a trip to PAUL can easily feel like a short jaunt to the classic cafés of Europe.

The extensive and very affordable menu (**\$1.95 to \$11.95**) includes many standard café selections such as eggs **benedict**, freshly made **soups** and **salads, quiches** and delicious **sandwiches**. But the flavors of France are evident in selections like the **Henry IV**—a sandwich of grilled chicken, lettuce and pesto mayonnaise on one of PAUL's trademark polka rolls, or the **Parisian** – simply French ham, butter and cornichons served on Paulette bread -- both stand-outs for their freshness and originality. Likewise, the **PAUL salad grenobloise** – a typically French combination of gourmet lettuces, beetroot, eggs, bacon, Swiss emmental cheese, chives and vinaigrette. The café has a carefully pared list of wines and champagnes available by the glass or bottle as well as a selection of domestic and imported beers.

Resistance is futile when it comes to the **desserts (\$2.95 - \$4.45)** – options include 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, vanilla, coffee or pistachio, while the fresh strawberry charlotte, chocolate mousse cake and white and dark chocolate cake are classic examples of what PAUL does best. And, since any great dessert requires an excellent cup of coffee, the beans are roasted in Italy to PAUL specifications.

Employing traditional bread-making methods handed down through four generations and using a special water filtration system, PAUL takes almost seven hours to make most breads, allowing the necessary fermentation time to ensure the dough develops its rich taste and can be naturally preserved, without additives or preservatives. All breads are made using a special flour, Camp Remy T55, grown from a low yield soft winter wheat in France, which is milled to PAUL's exacting specifications. Among the most popular breads: the PAUL bread, a traditional-style white bread; the healthy 6 Grain, and fougasse, a bread from Southern France made with olive oil.

PAUL is located at **Biscayne Commons, 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**. Ample free parking available.

Media contacts:

Vladimir G. Alfa

APETY GROUP INC. d/b/a PAUL®
305-895-1144
866-PAULUSA