

THE ARIZONA REPUBLIC

BUSINESS

REGIONAL ROUNDUP

Bakery hot spot in Surprise



SHERRY ANNE RUBIANO/THE ARIZONA REPUBLIC

Lance Harman (left) of Buckeye orders a roast-beef sandwich from Paradise Bakery and Cafe employee Ana Soto at the new Surprise location on Bell and Litchfield roads.

Business flourishing at Paradise Bakery

By Sherry Anne Rubiano
THE ARIZONA REPUBLIC

Business is booming at the new Paradise Bakery and Cafe in Surprise.

Company President David Birzon said the Surprise locale had the largest opening day ever for the company when it debuted three weeks ago. It opened with \$85,000 in weekly sales.

And customers continue to fill the restaurant, especially during lunchtime.

"We knew it would do well," Birzon said. "You really look at this area and see there is demand."

The city's first Paradise Bakery and Cafe is located on Bell Road west of Litchfield Road, at 13959 W. Bell Road.

Paradise Bakery and Cafe

Address:
13959 W. Bell Road, Surprise,
located at Bell and Litchfield roads.

Hours: 6 a.m. to 9 p.m. Monday-Saturday; 6 a.m. to 6 p.m. Sunday.

Info: (623) 512-4684 or
www.paradisebakery.com.

riety of sandwiches, soups, salads and baked goods.

What makes it different from other Paradise Bakery locations is its size: It seats 254 people, including 50 outside, making the restaurant the largest the company has ever opened.

The casual-dining restaurant also offers Wi-Fi access for customers.

Lance Harman of Buckeye is a big fan of the eatery. During his latest visit, he ordered a roast-beef sand-

"It's the first restaurant I've been to in this huge, vast expanse that has really, really good delicious food," Harman said.

El Mirage resident Travis Dschaak and his family recently stopped in for an early lunch. Like Harman, they are repeat customers.

"I enjoy the food," Dschaak said. "It's decently priced. It's healthy."

The Surprise locale is one of several new Paradise Bakery and Cafes in the Valley.

The Scottsdale-based company opened stores in Chandler and Phoenix this month, and plans to open three more in September.

By year's end, the company anticipates having 11 new stores in the Valley.

"We believe the Phoenix market is a phenomenal city to do business in," Birzon said. "We want to get to a point where we're a major player."

"I'm still just amazed at the numbers and the reception we get at all