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Paradise Bakery & Cafe introduces four new sandwiches
New sandwiches meld familiar flavors with flair at Scottsdale-based eatery

SCOTTSDALE, Ariz. – October 15, 2007 – Just in time to celebrate Arizona’s outdoor season, Paradise Bakery & Café today announced that it is offering four fresh, new sandwiches on its menu. The sandwiches, available in all 21 Arizona locations, include two updated Paradise favorites and two brand new creations from Executive Chef, Gregory Casale.

Described as “comfort food with a twist,” the two newly created sandwiches are familiar classics that take an unexpected turn.

In the new Paradise **Curry Chicken Salad** sandwich, chicken salad is spiked with a mild, sweet curry, crunchy sunflower seeds, Craisins, and Granny Smith apples. The sandwich is served on fresh Paradise molasses bread with lettuce and tomato for \$6.75.

The new **California Turkey sandwich** couples roast turkey with smokehouse bacon, cucumber, lettuce and tomato on sourdough bread that’s been topped with Paradise pesto mayonnaise and a creamy ranch spread for \$6.75.

“Paradise Bakery and Café has a core value to ‘make it better every day.’ While we had a strong menu, we’re always looking at ways to make our food and customer experience even more special,” said Paradise Bakery & Cafe President David Birzon.

With that in mind, the Paradise roast beef and vegetarian sandwiches have been updated so that they’re tastier and fresher than ever before.

The updated Paradise **roast beef sandwich** is served with thinly sliced roast beef, lettuce, tomato and a zesty horseradish on fresh ciabatta for \$6.75

The new **vegetarian sandwich** combines Havarti cheese, roasted red bell peppers, fresh cucumber, lettuce, and tomato with Paradise pesto mayonnaise on multi-grain bread for \$6.75

Paradise customers who visited the Raintree location last month got a sneak preview of the new sandwiches before they were formally rolled out in the Phoenix area on Oct. 8. The new sandwiches will be introduced around the country later this month.

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New sandwiches at Paradise

ABOUT PARADISE

Paradise Bakery & Café, one of the pioneers of the fast-casual, bakery/café segment, was founded by Dan Patterson, brother Mark Patterson and Carter Holmes in Long Beach, California in 1976.

Today, the company is headquartered in Scottsdale and renowned for its fresh menu. Paradise Bakery & Café operates 54 cafes in 10 states, including 21 in Arizona. Its menu items are overseen by renowned chef Gregory Casale who gained recognition as executive chef for numerous four and five star restaurants before joining Paradise Bakery & Café two years ago.

Outside its home state, Paradise operates stores in Aspen, Boston, California, Colorado, Dallas, Indiana, Omaha, Portland, Utah, and Vancouver, Washington among other markets. The popular restaurants include street locations, office buildings, airports and major mall locations. More information: www.paradisebakery.com.

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