

THE PHOENIX REPUBLIC

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JUNE 27, 2008

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THE PHOENIX REPUBLIC • FRIDAY, JUNE 27, 2008

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Paradise Bakery to open in Biltmore Fashion Park

By Eugene Scott
THE REPUBLIC | AZCENTRAL.COM

Paradise Bakery will open its newest Valley location at Biltmore Fashion Park on Monday. General manager Susan Pease talked about big, black, butcher tables, Wi-Fi and a 20-year-old dream come true at 24th Street and Camelback Road.

Why the Biltmore?

It was actually a 20-year dream of our founders to be at the Biltmore because of the presence of the Biltmore and the great exposure we would have as a company. I think the timing is right right now. There's no one else like us in the area.

Will this location differ from others in the Valley?

We'll have patio seating around the outside, misting systems, a wood floor, flat-screen TVs and a big black butcher table that will sit 17 people — a great place to come have meetings and gather.

Do you think customers will

think of the Biltmore as a destination for breakfast or a quick lunch?

Takeout and catering will be great for the area. There's such a demand for lunch business. The people in the area are looking for a gathering place, and we'll be able to fill their need. We offer free Wi-Fi. People will be able to have coffee and a muffin and work on their laptop.

How will Paradise fit in with the Biltmore culture?

We're doing some extra things to make it a little more upscale — in being in the Biltmore area. Like with the extra details on the décor and our signage.

How will you set yourself apart in a shopping center known for its dining?

There's no one like us here at the mall right now. We have affordable lunch and breakfast. Great atmosphere. Our culture and the company philosophy are about service. So we'll be catering to the area and giving people what they need.



Trainer Adrian Vieria (left) instructs kitchen staff during a training session for the opening of the new Paradise Bakery at Biltmore Fashion Park.

ROB SCHUMACHER/THE REPUBLIC