



**PRESS RELEASE**  
For immediate release

**Located at 1236 Greene St. in Westmount  
Former Au Pain Doré is becoming Brioche Dorée!**



**Montreal, October 13, 2011** – On October 28, 2011, Lily and Angelis K. Koutsos, new franchise owners of Brioche Dorée at 1236 Greene Street, will take great pride and pleasure in welcoming their steadfast and very patient customers. The small neighbourhood bakery, which was closed for more than 5 months for major renovations, will now once again welcome clients, but this time, under a new banner and boasting a very contemporary and trendy look.

Inspired by its sister banner in Montreal – Au Pain Doré – Brioche Dorée, on Greene Street, will offer clients a similar range of baked goods, made fresh on the spot every day (bread, brioches, desserts) as well as macaroons, cupcakes, deli products, in addition to a more elaborate menu.

Besides the sandwich shop, Brioche Dorée will serve hot meals, soups, salads and offer a selection of beers and wines. The fast food service counter lends itself equally well to the “to go” formula as to a sit-down meal.

A mass public announcement will be broadcast in local papers on October 27, and the grand opening will take place on October 28. Until then, happy owners will take this opportunity to reconnect with their loyal neighbourhood clientele, after being closed for several months.

**About Au Pain Doré, Brioche Dorée and Groupe Le Duff**

In December 2008, Au Pain Doré Ltée. joined [Groupe Le Duff](http://www.groupeleduff.com/en). Groupe Le Duff is a global bakery and restaurant company headquartered in Rennes, France. With \$1.6 billion in total sales, 1,100+ restaurants and bakery-cafés globally and a presence in more than 50 countries around the world, Groupe Le Duff and its North American Subsidiary, Le Duff America, Inc., operate under the brand names Ristorante del Arte, Brioche Dorée, la Madeleine Country French Cafés, Au Pain Doré, Bruegger’s Bagels, Timothy’s World Coffee and mmmuffins as well as others. In addition to its restaurant operations, Groupe Le Duff is also a major supplier of frozen breads and pastries to the wholesale market through subsidiaries Bridor Inc., with four plants supplying Canada and the United States, and Bridor France, which supplies the French and European markets. For more information, please visit [www.groupeleduff.com/en](http://www.groupeleduff.com/en).

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