



COMPANY FACTS

About Bruegger's

- Founded in 1983, Bruegger's is headquartered in Burlington, Vermont.
- Bruegger's has over 300 neighborhood bakeries in 25 states including the District of Columbia and Canada.
- Bruegger's Enterprises, Inc., through subsidiaries and affiliates, is a franchiser and operator of Bruegger's.
- Bruegger's has earned many distinctions including:

2011

- #35 in Large Systems, Franchise Business Review
- Bruegger's National Bagel Day Campaign named Top Campaign by PRWeek USA, March 2011

2010

- AllBusiness AllStar Franchises
- #1 in Category, *Entrepreneur Franchise 500* Ranked
- 2010 Best New Food and Beverage Concept in the Small Food and Beverage Operator Category, Airport Revenue News
- #22 Top 100 Movers and Shakers, Fast Casual

2009

- Operator of the Year Award to CEO Jim Greco, *NRN*
- 2009 Golden Chain Award, *NRN*
- #23 Top 100 Movers and Shakers, Fast Casual
- QSR's Best Companies To Work For,

2008

- Nation's Restaurant News Top 200 List
- 2007 Spirit Award, NRN and National Restaurant Association
- 2008 Airport Concessions International Nominee for Best New Concessions Program

2007

- Nation's Restaurant News Spirit Award

Products

- Bruegger's is famous for our authentic New York style bagels that are baked fresh all day. Bruegger's bagels come in 15 different flavors in addition to seasonal offerings. Our bagels complement a variety of hot breakfast sandwiches and freshly made deli sandwiches. Bruegger's offers a variety of signature lunch sandwiches, including the classic Herby Turkey and Leonardo da Veggie. In 2011, Bruegger's announced the first ever "Skinny Bagel," with the same taste and texture as a classic bagel, but with 100 fewer calories. Guests can order any of their favorite bagel combinations or sandwiches on a skinny bagel.
- Bruegger's also offers a variety of breakfast and lunch sandwiches made on fresh baked artisan ciabatta, hearty white or wheat bread, wraps, and Bruegger's signature Softwich™. Additionally, our menu is filled with hot seasonal soups, innovative salads, cookies and of course, our exclusive cream cheese in an assortment of flavors.
- In 2007 all artificial trans fats were eliminated from the menu.
- Nearly every bakery offers free, unlimited WiFi access.

Company Headquarters

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BRUEGGER'S EXECUTIVE BIOGRAPHIES

David T. Austin

President

Mr. Austin has served as President of Bruegger's since January 2001. Before assuming his current position, Mr. Austin served as Executive Vice President, Chief Administrative Officer and General Counsel of Bruegger's from October 1997 until December 2000. Prior to joining Bruegger's, Mr. Austin practiced corporate and franchise law for more than a decade.

In addition to his duties with Bruegger's, Mr. Austin is the Chairman of the Vermont Foundation for Children and Families. Mr. Austin earned his Bachelor of Arts degree in Economics from Middlebury College and received a J.D. from Catholic University of America School of Law.

FUN FACTS ABOUT BRUEGGER'S

- Did you know that it took 2 ½ years for Bruegger's to perfect the recipe and baking process of its bagel?
- In a year's time, Bruegger's will produce approximately 70 million bagels. That's enough to make a stack higher than the Empire State building and have plenty left over!
- Bruegger's created the World's Largest Bagel on August 27, 2004. The oversized bagel weighed in at 868 pounds and required 1,100 pounds of dough, 900 gallons of water and a bake time of 10 hours.
 - The World's Largest Bagel did not go to waste. It was sliced and served to onlookers, who were encouraged to make a donation that would benefit local area food banks.
- In a year's time, all the Bruegger's bakeries will use more than 600,000 pounds of coffee. That's equivalent to 16,800,000 cups of coffee sold each year!
- Bruegger's uses about ½ million pounds of roast turkey in a single year.
- Bruegger's sells more than 2 ½ million pounds of flavored cream cheese in a single year.
- Each year, the corporate employees get in on the "neighborhood" fun. One year, a group of hearty corporate souls jumped into Lake Champlain in February as part of the annual "Penguin Plunge" to benefit the Special Olympics in Vermont, one of the many community events Bruegger's supports.
- The Bruegger's name comes from the company's co-founder Nord Brue. His wife Suzanne thought "Bruegger's" was a catchy name. She was right – 25 years later, no change in the name.
- Each year Bruegger's helps guests get in the holiday spirit by baking colored bagels for a variety of charities, including red bagels for Valentine's Day and green bagels for Saint Patrick's Day, pink bagels, and patriotic, red, white and blue bagels on July 4.

