



## COMPANY FACTS

### About Bruegger's

- Founded in 1983, Bruegger's is headquartered in Burlington, Vermont.
- James J. Greco is the Chief Executive Officer.
- Bruegger's has over 280 neighborhood bakeries in 23 states including the District of Columbia.
- Bruegger's Enterprises, Inc., through subsidiaries and affiliates, is a franchiser and operator of Bruegger's.
- Bruegger's has earned many distinctions including:

#### 2007

- Nation's Restaurant News Spirit Award
- #8 among Fast Casual's Top 100 Movers and Shakers

#### 2006

- Entrepreneur 2006 Franchise 500, number one in category
- Fast Casual 2006 Top 100
- Franchise Business Review 2006 Top 50
- NRA Good Neighbor Award
- QSR 2006 Best in Drive Thru
- QSR 2006 Top 10 Under 300 Franchise

### Products

- Bruegger's most famous and best-selling product is its variety of authentic kettle boiled bagels that are baked fresh and served hot. Bruegger's bagels come in 18 different flavors in addition to seasonal offerings. Most Bruegger's bakeries feature viewing areas where customers can see how the bagels are made.
- Bruegger's offers a variety of breakfast and lunch fare, including sandwiches made on a Softwich™ – Bruegger's soft, square bagel, Ciabatta – warm, crisp artisan rolls, Signature Soups, rich Green Mountain Coffee blends including a daily Fair Trade Certified™ blend, hot breakfast sandwiches, freshly made deli sandwiches, tossed-for-you salads, wraps,

cookies, and freshly made, 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**

Bruegger's Enterprises, Inc.  
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P.O. Box 374  
Burlington, VT 05402  
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### **BRUEGGER'S EXECUTIVE BIOGRAPHIES**

#### **James J. Greco**

Chief Executive Officer

With a background in operations reengineering, strategic direction and brand positioning, James Greco joined Bruegger's Enterprises, Inc. as chief executive officer in August 2003.

Before joining Bruegger's, Mr. Greco was chief executive officer of Fieldbrook Farms, Inc. from 1996 to 2002, a \$100 million manufacturer of private label ice cream and frozen desserts. While at Fieldbrook Farms, Mr. Greco designed and executed a strategic plan to revive the company, doubling sales and increasing productivity. Prior to that, Mr. Greco was the chief operating officer of Natural Country Farms, Inc. a Connecticut-based manufacturer of private label and food service fruit juices. Mr. Greco was also a partner in Greco and Greco, a Connecticut-based law firm specializing in the representation of and consultation to real estate and corporate clients from 1983 to 1991.

Mr. Greco is a member of the Connecticut Bar Association and the Florida Bar Association. He is active on the board of advisors for the Quinnipiac University School of Business. He also serves on the Board of Directors for the Connecticut Food Bank and the Greater New Haven Chamber of Commerce. Mr. Greco earned a Bachelor of Arts degree from Georgetown University and a J.D. from the University of Miami School of Law. He has also completed International Studies at City University, London, England.

Mr. Greco resides in Cheshire, Connecticut with his wife and two children.

## **David T. Austin**

President

Mr. Austin brings a background of experience in senior executive management, marketing, operations and law to Bruegger's Enterprises, Inc.

He was named President in January 2001. As Bruegger's President, Mr. Austin has built the team that is leading Bruegger's through its resurgence and led the effort to attract the capital provided by Jim Greco, the CEO, and Sun Capital Partners.

Before assuming his current position, Mr. Austin served as Executive Vice President, Chief Administrative Officer and General Counsel from October 1997 until December 2000. Before joining Bruegger's, Mr. Austin practiced law in Burlington, Vermont 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.

