



## **BAKERY OPENING IN WATERLOO BREAKS RECORDS** **Highest COBS Bread Opening Week Sales in Franchisor's History**

July 18, 2017 WATERLOO, ON – The opening of COBS Bread's 19<sup>th</sup> bakery in Ontario on July 6th, The Boardwalk in Waterloo, broke the franchisor's Canadian opening week sales record.

"Just over a year ago, we started looking at franchise opportunities and came across COBS Bread," says Stephanie Steers. "I looked online, liked what I saw, and then drove an hour to visit the nearest location in Burlington. We purchased a cross-selection of products to try and just loved them. I couldn't be happier with the resounding support of the Waterloo community and my incredible team!"

Steers and her team at COBS Bread The Boardwalk hosted a "Community Day" on July 5th where all \$4,300 in sales from that day were donated to a local charity, KidsAbility. All COBS Bread bakeries open with a Community Day to introduce themselves to the community and establish their commitment as a proud, local community baker.

"Ontario is a key strategic market for COBS Bread and this opening, combined with strong same store sales growth in the region, is promising for further development," says Brad Bissonnette, VP of Marketing & Franchise Recruitment for COBS Bread.

This opening follows other successful Ontario COBS Bread bakery openings in Kingston and Burlington, who after being open for over one and two years, respectively, continue leading COBS Bread bakeries with some of the strongest sales in the country.

### **About COBS Bread:**

COBS Bread currently operates 97 bakeries across Canada, in addition to one bakery in the US and is actively expanding. COBS Bread has been awarded the Franchisees' Choice designation for seven consecutive years from the Canadian Franchise Association.

All bread is made from scratch at the beginning of each day and unsold product is donated to local charities at the end of the day. The focus on freshness, high quality ingredients, product innovation and commitment to the community are key reasons many prospective and current franchisees choose COBS Bread.

For more information about COBS Bread, please visit [www.cobsbread.com](http://www.cobsbread.com).

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