



COBS Bread to Open 100th Canadian Bakery in Chestermere, AB

FOR IMMEDIATE RELEASE

(Chestermere, AB) November 8, 2017 - COBS Bread will open its 100th Canadian bakery in Chestermere, AB at the end of November.

Since the bakery franchise's first opening in North Vancouver, BC in August, 2003, COBS Bread has opened bakeries throughout BC, Alberta, Saskatchewan and Ontario.

"One of the strengths of this national network, and why we are hitting such a milestone, is due to the strong business systems we have in place," says Brad Bissonnette, VP of Marketing & Franchise Recruitment for COBS Bread. "COBS Bread has a strong commitment to building the brand through the financial health of our franchisees, a strong commitment to customer experience and a focus on quality products."

COBS Bread has also been awarded the Franchisee's Choice Designation by the Canadian Franchise Association for seven consecutive years.

The franchise owners of the new bakery in Chestermere are locals Collin Nyberg and Bevin Bannister. "We were looking for the right opportunity to bring a business to the community and, selfishly, we thought of COBS Bread. We love the products, customer service and community involvement that COBS Bread is known for," says Nyberg. "We intend to work closely with our community and look forward to sharing high quality, healthier products with the families in Chestermere and surrounding area."

Bakery number 101 and 102 will follow shortly and open before the end of 2017 in Grande Prairie and Ottawa, respectively. COBS Bread will also be expanding into Manitoba in early 2018, opening in Winnipeg at St. Vital Square with a local franchisee.

COBS Bread Chestermere Station will open on November 29 with a day where all will be donated to local Town of Chestermere charitable initiative, Christmas with Dignity. The bakery is located at Chestermere Station at 102 - 100 Marina Drive.

-30-

About COBS Bread

At every one of COBS Bread's 99 locations across Canada are hand-crafted bread and the freshest treats, baked every day. Offering traditional sandwich breads, artisanal loaves and smart indulgences, COBS Bread focuses on helping you bring high quality, healthy and delicious baked goods into your home. At the end of the day, all leftover product is donated to local charities.

COBS Bread is part of Bakers Delight Holdings Ltd, established in 1980 and operating as Bakers Delight in Australia and New Zealand and COBS Bread in Canada and the United States.

Together they have grown to become the world's most successful bakery franchise with more than 700 bakery locations worldwide with plans to grow to 250 locations in Canada in the next five years. For more information about COBS Bread, please visit www.cobsbread.com.



COBS Bread to Open 100th Canadian Bakery in Chestermere, AB

Media Contacts:

Brad Bissonnette

VP Marketing & Franchise Recruitment

COBS Bread

Tel: (604) 802-2683

E-mail: brad.bissonnette@cobsbread.com