



Le Pain Quotidien to open in Central Park this May

*Green bakery and restaurant will feed
New Yorkers and visitors from around the globe in
historic Mineral Springs Pavilion*

New York, NY. May 11, 2010--Le Pain Quotidien is thrilled to announce the opening of its newest location in Central Park. Since Le Pain Quotidien opened its first location in Brussels in 1990, it has always sought to provide a slice of country life in the hectic city. This year, the company celebrates its 20th anniversary with the achievement of perfect harmony: its opening within Central Park, itself an oasis of serenity in the middle of frenetic New York City. The newest location of Le Pain Quotidien will be housed in the historic Mineral Springs Pavilion at the northern edge of Sheep Meadow, where major renovations have preserved the structure's original architecture and modeled the interior after a rustic farmhouse.

Le Pain Quotidien bakery and communal table has a thriving community of over 140 bakeries and restaurants around the globe, serving simple, elegant *boulangerie* fare -- soup, salads, tartines (open-faced sandwiches), breakfast, homemade pastries, and its signature handmade organic bread. A wide selection of breads – wheat, rye, spelt, five-grain, and walnut loaves; baguettes; French rolls; brioche; challah; croissants; muffins; and more – is baked fresh daily in Le Pain Quotidien's central bakery in New York City and delivered every morning to each of Le Pain Quotidien's locations throughout Manhattan.

There will also be special items offered exclusively at the Mineral Springs location including organic draft beer, organic vegan ice cream, fresh homemade Belgian Liège waffles, take-out baguette sandwiches, pre-packed picnic boxes, and free extended range Wi-Fi. Le Pain Quotidien at Mineral Springs will offer table service in the 30-seat dining room and 100-seat terrace overlooking Sheep Meadow as well as to-go service from a take-out window.

Additionally, the café will serve as a community gathering place and education center with its *Communal Table at Mineral Springs* program. Each week it will feature a new educational program focusing on topics such as sustainability and the environment; eating organic and vegan; organic farming; bread and bread making; and tastings of sustainably grown wine, olive oil, honey, and other foods.

Beginning in the summer, Le Pain Quotidien at Mineral Springs will debut organic vegetable-centered dinners with innovative menus based entirely around the season's bounty of fresh produce from local farms. Diners can choose from prix fixe and a la carte menus, and pair their meals with organic wine and beer.

Le Pain Quotidien brings its core values of Authenticity, Conviviality, Quality, and Simplicity to every aspect of its operation. Founder Alain Coumont and the Le Pain

Quotidien team are committed to responsible business practices that serve the good of the community, the environment, and its employees. Le Pain Quotidien sources its ingredients locally whenever possible. The food in the New York locations is over 70% organic by weight, including all of the bread, eggs, milk, condiments, and beverages, and most of the vegetables, fruits, nuts, and grains. "Every time Le Pain Quotidien opens a new café, hundreds of acres of organic farmland are preserved" says Coumont, "the environmental mission is very important to me."

Organic by the numbers

In the past year, Le Pain Quotidien has served:

- 150,000 dozen organic eggs
- 133,000 gallons of organic milk
- 1.7 million pounds of organic flour

Le Pain Quotidien is a proud member of the Green Restaurant Association. It embraces sustainable building practices and conserves resources wherever possible. Green measures at Le Pain Quotidien comprise:

- Wood flooring and furniture, including signature communal tables, are all made from beautiful reclaimed wood
- Sheetrock and gypsum board are recycled
- Communal tables are lit by low wattage LED lighting
- Paint is all low VOC (Volatile Organic Compounds)
- Energy-efficient low flow spray valves are in all kitchens
- In-store recycling
- Recycled, chlorine-free paper products
- Biodegradable takeout containers, cups, and utensils
- Environmentally friendly, plant-based cleaning products and hand soap
- Composting at the New York production facility

The Mineral Springs building was restored, designed, and constructed with the indispensable collaboration of general contractor Anthony Bonaduce of EBS Builders and architect Frank Choo of Global Arch.

Le Pain Quotidien at Mineral Springs opens May 15, serving breakfast, brunch, lunch, snacks, and organic beverages including beer and wine. Hours of operation are: Monday through Sunday, 7 a.m. to 9 p.m. Nearest entrance is at W 69th St. and Central Park West. Subway: B/C to 72nd St.

For more information on Le Pain Quotidien, please visit www.lepainquotidien.com

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