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FOR IMMEDIATE RELEASE:

Boudin, Creator of the Original San Francisco Sourdough French Bread, Announces the Expansion of “Boudin SF” to Irvine, California
Irvine’s Main Street and Jamboree Road Mark the Third Location for Boudin’s Popular New Restaurant Concept – Opening August 28

SAN FRANCISCO (August 23, 2007) – Forklift Brands, the parent company of Boudin, established in 1849 and the creator of the Original San Francisco Sourdough French Bread, has announced that the company’s popular restaurant, **Boudin SF**, is opening a location in Irvine, California. Serving full breakfasts, lunches and dinners, **Boudin SF** also features extensive take-out, catering and a children’s menu -- all prepared quickly and using only top-quality ingredients. The restaurant is set to open August 28, conveniently located at 2803 Main Street in Irvine’s thriving Main Street and Jamboree Road neighborhood. Opening day festivities include a Boudin bread giveaway -- the first one hundred people in line on opening day will receive complimentary Boudin sourdough bread for one year.

“We’re very pleased with the reception that our **Boudin SF** restaurants have received, and we’re delighted to open our third location in one of Irvine’s most exciting neighborhoods,” said Lou Giraudo, co-chairman of Boudin. “We’re extremely grateful for the warm welcome we’ve received at South Coast Plaza, and we look forward to providing the same level of quality food and fast, courteous service to the residents and visitors of Irvine’s Main and Jamboree neighborhood.”

Boudin SF’s casual atmosphere and menu of convenient, fresh and flavorful food has quickly become a favorite of local businesses, travelers, and families who want a wholesome yet quick meal, made with quality ingredients.

“Our goal for **Boudin SF** is to combine the quality and tradition that Boudin has represented for more than 150 years with the needs of today’s busy families and on-the-go

professionals,” said Dave Wolfgram, CEO of Forklift Brands and Boudin.

Each **Boudin SF** location features an on-site bakery responsible for baking bread all day, every day, a commitment to quality rarely seen in today’s competitive market. Manned by Boudin’s expert bakers, the working bakeries infuse the restaurant with the irresistible aromas of freshly baked sourdough bread. Guests are welcome to watch the bakers mix, shape, score and bake bread.

Although Boudin’s famous sourdough bread is the number one celebrity at **Boudin SF**, there are many additional wonderful attractions. The casual eatery offers guests a menu of fully satisfying meals served throughout the day -- including real, distinct breakfast, lunch and dinner selections. The morning menu includes delicious hot breakfast classics such as *Sourdough French toast*, *Scrambled Eggs with Bacon and Peppers*, and *Ham and Cheese Croissant*.

Signature lunch items include the classic clam chowder in a Boudin sourdough bread bowl, delicious hand-stretched sourdough pizzas, and a diverse selection of fresh salads and sandwiches, such as the *Turkey Avocado* and *Chicken Club*. Favorite American dinner classics such as *Crab Macaroni & Cheese* and *Chicken Piccata* are among the nightly selections.

Boudin SF offers delicious dining at inexpensive prices; all items on the menu are less than \$10. Visitors also enjoy **Boudin SF**’s warm, lively and entertaining décor and a colorful array of San Francisco art and imagery reflecting Boudin’s storied San Francisco heritage.

Each **Boudin SF** is also home to a portion of the bakery’s famed “mother dough,” created by master baker Isidore Boudin at the start of the Gold Rush from wild yeast indigenous to San Francisco’s fog-cooled climate. A key ingredient in creating the bread’s unique dark-golden, crunchy crust and soft, chewy, tangy center, a portion of Boudin’s original “mother dough” -- which has been replenished with flour and water every day for more than 150 years -- is present in every loaf of Boudin Original Sourdough French Bread.

“We are very pleased to continue the Boudin tradition in Orange County,” said co-chairman Sharon Duvall, adding, “We look forward to welcoming everyone in Irvine, California to enjoy what visitors to San Francisco have enjoyed for a century and a half.” Additional **Boudin SF** locations are slated to open in California and beyond throughout 2007 and into 2008, including San Marcos and Sacramento, California and Chicago, Illinois.

Boudin SF in Irvine is located at 2803 Main Street, Irvine, California 92614, at the intersection of Main Street and Jamboree Road, just off I-405. It is open from 7:00 a.m. to 9:00

p.m. daily. For more information call (949) 222-9111 or visit www.BoudinBakery.com

About Boudin

Headquartered in San Francisco, Boudin is world-famous for its Original San Francisco Sourdough French Bread, which is baked with the same "mother dough," or sourdough starter, used since 1849. Born in the Gold Rush, Boudin is the oldest continuing business in San Francisco. Boudin at the Wharf, located in the heart of San Francisco's renowned waterfront, is Boudin's flagship facility and home to Bistro Boudin, Boudin Museum & Bakery Tour, a demonstration bakery, Bakers Hall Marketplace and a Boudin Café. Boudin bread can be purchased at Boudin Bakery, located at 10th Avenue and Geary Boulevard, Boudin at the Wharf and all Boudin Bakery & Cafés located in Northern and Southern California. In addition to Boudin's signature sourdough bread, the cafés sell soup in a bread bowl, hearty sandwiches, salads and sourdough pizza. Boudin also offers catering and operates a gift catalog business.

About Forklift Brands

Forklift Brands is the parent company to three dynamic concepts in California, Illinois and Texas: Boudin, Go Roma Italian Kitchen and Austin's Park. Boudin is the creator of San Francisco's Original Sourdough French Bread. The Boudin family of restaurants includes Boudin at the Wharf in San Francisco, Boudin Bakeries & Cafes throughout Northern & Southern California, and its newest fast casual restaurant, Boudin SF. Go Roma Italian Kitchen, with eight locations in the greater Chicago area, is a rapidly expanding fast casual Italian restaurant company. Austin's Park is located in Austin, Texas and combines the fun of an amusement park with an all-you-can-eat pizza buffet. Forklift Brands is headquartered in San Francisco, California.

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