

## **MAX BRENNER INTERNATIONAL EN ROUTE TO RUSSIA AND JAPAN**

### **Purveyor of Global Chocolate Culture Completes Franchise Agreements to Bring Chocolate Bars to the Russian Federation and Japan**

**NEW YORK, NY (June 12, 2013)** – Max Brenner International, the worldwide Chocolate Bar brand based in New York City, today announced two international franchise agreements that will bring the restaurant concept's Chocolate Bars to the Russian Federation and Japan.

The agreements were made with the Shokoladnitsa Group based in Moscow and Transit General Office Inc., headquartered in Tokyo. The Shokoladnitsa Group is one of Russia's largest multi-location franchisees, and operates 400 Shokoladnitsa Coffee Shops throughout the Russian Federation. Transit General Office owns, develops and operates Bill's, Australia's famous breakfast brand; specialty restaurants and cafes; and office, hotel, and other commercial food and beverage facilities.

Max Brenner offers the ultimate chocolate experience, a place for people of all ages to experience chocolate in all its forms. Guests are encouraged to see, smell, taste and touch chocolate. With thick hot chocolate, creamy fondues, Pearl Sugar waffles, chocolate pizzas and chocolate-filled syringes, people can indulge fully in chocolate in a way they have always wanted.

Max Brenner has more than 40 Chocolate Bars in Australia, the Philippines and Singapore. Its Chocolate Bar Restaurants, which combine the pure Chocolate Bar experience with a savory menu, number six in Israel and one each in New York City, Boston, Philadelphia, and Las Vegas.

This latest move into Russia and Japan underscores Max Brenner's active identification of experienced, multi-location franchise partners to facilitate expansion of the brand to more people internationally. In the USA, Max Brenner will open its first pure Chocolate Bar in Bethesda, Md., in June 2013, followed by additional Chocolate Bars in North America in late 2013 and Spring 2014.

"We look forward to working with the Shokoladnitsa Group and Transit General Office, whose enthusiasm for our brand combined with proven experience will help us to extend Max Brenner to chocolate lovers around the world," said Sam Borgese, Max Brenner CEO. "Russia and Japan are ideal countries for our brand given their increased consumption of, and appreciation for, all things chocolate."

#### **ABOUT MAX BRENNER:**

Max Brenner is creating a new chocolate culture worldwide, one that allows people to experience chocolate in a way they've always imagined. Known for its unique chocolate concepts and playful presentation, Max Brenner has become the optimal experience of indulgence.

Headquartered in New York City, Max Brenner operates four Chocolate Bar restaurants in Boston, Las Vegas, Philadelphia and New York City, as well as more than 40 Chocolate Bars internationally. For more information, please visit [www.maxbrenner.com](http://www.maxbrenner.com) or connect with us at [www.facebook.com/maxbrennerusa](http://www.facebook.com/maxbrennerusa).

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