

Bruegger's Completes Chain Wide Bakery Renovations on Schedule without Missing a Sale

Sales are consistently up at revamped bakeries

BURLINGTON, Vt. (October 27, 2005) - Bruegger's Enterprises, Inc. today announced that it has completed renovations for all of its 130 company-owned bakery-cafes. In less than two years, the chain has updated its dining environment to reflect its broader menu and provide guests with a more comfortable dining experience.

Bruegger's reports that overall sales have increased substantially at renovated bakeries. Renovations of the units began in mid-November 2003 and not one bakery was closed to complete the work. Work was performed in stages over the course of six weeks during closed business hours and overnight.

"The past two years have been years of significant investment and substantial change for the Bruegger's organization," said Bruegger's CEO James Greco. "Completing renovations of our company-owned bakeries was a top priority, and our guests have responded favorably as our financial results show. With our new bakery design, we're providing our guests with a more comfortable dining environment that includes dining booths, oversized-plush furniture and a softer interior color scheme. Everything has been designed to encourage our guests to enjoy themselves while they dine at a Bruegger's."

Greco added that other factors also contributed to the chain's positive results. "New menu boards, an expanded menu, a reduction in labor costs and smoother operational procedures have worked in concert to deliver positive sales and operating results."

The first markets to receive the renovations were Pittsburgh, Cincinnati, Auburndale, MA, Avon, CT and North Oaks, MN. Renovations were completed in these units on November 17, 2003. The last bakery scheduled to be complete is 170 Great Road in Bedford, Massachusetts on November 4, 2005.

Encouraged by the return on investment generated by updated bakery designs, many of Bruegger's franchise groups are in the midst of renovating their bakeries. "We're certainly supportive and encourage our franchise partners to renovate their bakeries," commented Greco. "And many have already completed or begun the process."

About Bruegger's Enterprises, Inc.

Bruegger's Enterprises, Inc., an affiliate of Sun Capital Partners, Inc., is a leader in the quick, casual restaurant segment with 245 neighborhood bakery-cafes in 17 states. Bruegger's menu features a wide variety of authentic boiled and baked bagels, fresh-made salads, carb-friendly wraps, stone hearth breads, hearty soups, specialty and deli made sandwiches, desserts, unique coffee blends and original cream cheese in an assortment of flavors. Founded in 1983,

Bruegger's is headquartered in Burlington, Vermont. For more information, please visit www.brueggers.com

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