



LE BREAD XPRESS PARTNERS WITH PASCAL RIGO TO EXPAND MICRO-BAKERY MENU

SAN FRANCISCO – June 11, 2019 – Le Bread Xpress today announced that it is partnering with renowned baker and entrepreneur Pascal Rigo to curate new recipes to serve in its innovative robotic micro-bakeries. Mr. Rigo, founder of popular local bakeries Le Boulanger and La Boulangerie de San Francisco, is well known for developing the pastry recipes utilized by Starbucks in its shops nationwide. Le Bread Xpress micro-bakeries currently provide fresh-baked traditional French baguette on demand using a recipe developed and prepared by Petits Pains, a wholesale bakery based in Burlingame, Calif.

“We are thrilled to partner with Pascal to expand our menu,” said Benoit Herve, founder and CEO of Le Bread Xpress. “Not only is Pascal a skilled and experienced pastry chef, but he also has unparalleled experience with developing recipes for baked goods that are partially prepared and stored before being fully baked and served. This unique ability will help us provide more menu options and extend the proven Le Bread Xpress micro-bakery technology to a larger market.”

Le Bread Xpress robotic micro-bakeries are approximately the size of traditional vending machines, yet they contain a refrigeration unit and an infrared oven and provide fresh bread rather than traditional snack foods. Bread dough is prepared and partially baked at Petits Pains before being loaded into Le Bread Xpress machines. Customers order and pay via a touchscreen, and the machines then finish the baking process and deliver hot, fresh bread in 20-30 seconds.

“Our micro-bakeries are popular additions to the office, university, and retail locations we currently serve. We are excited that their success has positioned us to move forward with our plans to offer additional pastries and meals leveraging the same technology,” said Mr. Herve.

The robotic micro-bakeries are operating in over 125 locations worldwide, including under the Le Bread Xpress brandname in several Bay Area locations. The company expects to announce the expanded menu as well as new corporate locations later this year.

About Le Bread Xpress

Le Bread Xpress provides the world’s first robotic micro-bakeries, offering hot, fresh French bread on demand. The Bread Xpress baguette machine integrates refrigeration and quick bake capabilities in a compact unit the size of a traditional vending machine. Le Bread Xpress was founded in 2015 and offers micro-bakeries to hospitals, universities, hotels, retail centers and office parks world-wide. For more information, please visit www.lebreadxpress.com.



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