

## DUBAI FOUNDATION SELECTS BAKE XPRESS MICRO-BAKERIES

**SAN FRANCISCO – Jan. 26, 2020** – Le Bread Xpress today announced that The Mohammed Bin Rashid Al Maktoum Global Initiatives (MBRGI) foundation has selected the company’s Bake Xpress multi-product micro-bakeries for installation at retail and residential locations in Dubai, UAE. The custom Bake Xpress micro-bakeries provide customers in need with the ability to get free pita bread and for others to make donations to MBRGI. The machines support the MBRGI objective to provide humanitarian aid and cultivate a culture that embraces the common hope for and support of all citizens. The first Bake Xpress machines were installed at the Aswaaq Marketplace in January with additional machines to be added throughout 2020.

Bake Xpress is the first bakery vending machine in the world to offer a choice of multiple fresh-baked products from a single vending unit, including pastries as well as meals. The standard Bake Xpress menu includes a selection of more than 20 items, but MBRGI worked with Le Bread Xpress to customize the machine to offer free pita bread. The machine interface has been modified to adapt the payment interface to the UAE banking system as well as to allow customers to offer donations. Additionally, Bake Xpress translated all interfaces into the local Arabic dialect.

“We can envision many uses for Bake Xpress machines because they provide such a unique way to deliver freshly-baked meals,” said Benoit Herve, founder and CEO of Le Bread Xpress. “We are thrilled to see the flexibility of our technology leveraged with the micro-bakeries in Dubai, which provide a source of food to residents who might otherwise go hungry. It was a privilege to customize our units to support this objective and to be involved with the overall effort.” Le Bread Xpress delivered six Bake Xpress machines to Dubai in January and will provide the next ten machines in April as part of the ongoing relationship.

The government of the UAE takes a special focus on providing humanitarian aid to the country’s residents, including through its Food Initiatives program and more broadly via the MBRGI, which was founded based on the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The foundation provides an extensive societal support network that includes access to food, water, education and healthcare in addition to fostering a mutually supportive culture. The Bake Xpress machines complement other unique initiatives of MBRGI, including machines that dispense fresh drinking water; resources to provide books and education; and efforts to provide medical services and stem the spread of disease.

### **About MBRGI**

The Mohammed bin Rashid Al Maktoum Global Initiatives (MBRGI) was established in 2015, combining under its umbrella over 30 humanitarian and developmental initiatives and entities, most of which have been launched and supported by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister



of UAE and Ruler of Dubai, for more than 20 years. The Foundation's humanitarian, social and development initiatives and entities are primarily devoted to supporting and empowering vulnerable and disadvantaged communities around the world. The MBRGI is the largest regional foundation in terms of the number of institutional initiatives that lead wide-reaching programs and projects on a global scale. Besides major time-bound humanitarian aid and relief operations, the MBRGI entities and initiatives also support vital societal sectors and develop practical and innovative solutions to address cultural, knowledge, economic, social, health, environment and humanitarian challenges in the region and the world.

**About Le Bread Xpress**

Le Bread Xpress provides the world's first robotic micro-bakeries, offering hot, fresh French baked goods on demand. The Bread Xpress baguette machine integrates refrigeration and baking capabilities in a compact unit the size of a traditional vending machine. The latest addition to the Le Bread Xpress product line, Bake Xpress, extends the technology to micro-bakeries that offer a choice of up to six different pastry and meal items per 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](http://www.lebreadxpress.com).

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**MEDIA CONTACTS:**

Le Bread Xpress  
512-415-2962  
[PR@lebreadxpress.com](mailto:PR@lebreadxpress.com)