



LE BREAD XPRESS INTRODUCES
WORLD'S FIRST MULTI-PRODUCT MICRO-BAKERY
--Bake Xpress Provides Variety of Baked Goods in Innovative Robotic Vending Machine--

SAN FRANCISCO – Sept. 9, 2019 – Le Bread Xpress today introduced Bake Xpress, the latest addition to its innovative line of robotic micro-bakeries. Bake Express is the first bakery vending machine in the world to offer a choice of multiple fresh-baked products from a single unit, including pastries as well as meals such as pizzas and sandwiches. Like the existing Le Bread Xpress machines, Bake Xpress combines a refrigeration unit, where partially-baked items are stored prior to order, with a combination of microwave and infrared convection baking ovens to freshly-bake food items at time of purchase. The result is hot, fresh bakery items at any time of day or night, and a significant upgrade to traditional vending options at universities, hotels, hospitals, corporate settings, retail sites and more.

“We are pleased to expand our product offering with Bake Xpress micro-bakeries,” said Benoit Herve, founder and CEO of Le Bread Xpress. “Our micro-bakery technology and supply chain is already established and proven by the machines that have been supplying fresh baguettes around the world for several years. It is exciting to leverage this technology in our new Bake Xpress machines to offer such a wide selection of baked goods.”

Le Bread Xpress introduced its first micro-bakeries that produce fresh-baked traditional French baguettes in 2016. With over 125 machines operating in Europe and at multiple sites in the San Francisco area, the machines utilize a unique process of storing partially-baked loaves of bread in the micro-bakery refrigeration unit before completing the baking process upon order, replicating the bakery experience of enjoying fresh bread hot from the oven. Most of the San Francisco machines are operating at corporate office parks under private contract, but the public has been able to enjoy Le Bread Xpress baguettes at locations including UC Berkeley, Stonestown Galleria and The Myriad. While the original baguette machines provide traditional French bread, the full Bake Xpress menu includes more than 20 items. Each individual machine can offer a choice of six items, with a storage capacity of 70 units. Owner/operators can select from the standard menu or curate a new recipe with Le Bread Xpress to populate their machines.

As with Le Bread Xpress baguettes, the food items in Bake Xpress are partially prepared at a traditional bakery before being stored in the micro-bakery refrigeration units and baked on demand. Since 2016, Burlingame, Calif., bakery Petit Pains has provided Le Bread Xpress' food items for the Bay Area machines. Le Bread Xpress announced in August 2019 that it had partnered with famed pastry chef Pascal Rigo of Le Boulangerie de San Francisco and Starbucks to develop additional recipes for the menu expansion, which also are prepared at Petits Pains.



Mr. Herve notes that the Bake Xpress machines offer a number of technical upgrades to the first-generation products in addition to offering a wider menu: “We increased the size of the touchscreen ordering system to 55 inches, making it easier to choose, customize and pay for orders as well as creating the opportunity for machine owners to add personalized information or advertising. Additionally, we now offer real-time monitoring of equipment status, use and inventory levels through our mobile and desktop applications, making it easy to manage multiple installations.”

Each food item in a Bake Xpress micro-bakery has a barcode that provides identifying information to the inventory tracking system as well as a unique baking profile. The included apps allow machine owners to seamlessly monitor, track, order and stock inventory in their machines. Through proprietary system design and power management technology, Le Bread Xpress is able to provide its micro-bakeries in compact units that are approximately the size of a traditional vending machine, allowing installation without any site expansion, special wiring or additional space requirements. Le Bread Xpress and Bake Xpress micro-bakeries can be acquired through a corporate contract with one of Le Bread Xpress’ distributor partners or as an individual franchise. Interested parties may contact Le Bread Xpress’ sales department at sales@lebreadxpress.com or 650-996-4003 for more information.

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.

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MEDIA CONTACT:

Le Bread Xpress
512-415-2962
PR@lebreadxpress.com