



*News From*

# **Maggie Brooks**

## *Monroe County Executive*

**For Immediate Release**

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### **BROOKS ANNOUNCES GRAND OPENING OF NEW AIRPORT RESTAURANT**

*Internationally Recognized Brand Brioche Dorée Opens at ROC*

Monroe County Executive **Maggie Brooks** today hosted a ribbon cutting ceremony to announce the grand opening of a new urban Café-bakery restaurant at the Greater Rochester International Airport (ROC). The internationally recognized brand Brioche Dorée, offers travelers traditional French products in a fast service style atmosphere.

*“Monroe County is proud to welcome Brioche Dorée to the Airport’s concessions, which already boast great selections and world-class amenities,”* said **Brooks**. *“The new restaurant brings the tastes and ambiance of a French café right here to Monroe County.”*

Brioche Dorée is prominently located post-security in the main food court easily assessable to all ticketed passengers. The newly-renovated location offers customers comfortable seating equipped with power charging stations and the ambiance of a traditional Parisian bistro.

A variety of fresh baked products are made daily on the premises, including Viennese pastries, scones, muffins, cookies, croissant sandwiches for breakfast and lunch, artisan and baguette sandwiches, crepes, tartlets, quiche, soups, salads, pizzas and more. Beverages available include espresso, latte, cappuccino, teas, and cold beverages.

*“We’re proud to offer a balanced menu of irresistible French favorites prepared and baked onsite meeting the demands of a busy lifestyle without sacrificing quality.”* said **Jeff Drake**, President, Urban French Division, Le Duff America, Inc. (“LDA”). *“We are convinced that Brioche Dorée, will provide an ideal place for people to relax and refuel in a chic urban atmosphere, infused with the aroma of freshly made croissants and pastries.”*

Brioche Dorée is owned by Le Duff America, Inc., a wholly owned subsidiary of French restaurant operator Groupe Le Duff. The ROC Airport location of Brioche Dorée is managed by Kenneth Greene, President and Founder of Flour City Bagels, LLC, whose portfolio includes Bruegger’s Bagels locations in Monroe County. Brioche Dorée operates in 14 States and is located in 11 of the nation’s Airports.

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