

Sophie's Cuban Cuisine Opens Second Franchised Restaurant

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Sophie's Cuban Cuisine Franchising, Inc. announced today that their second franchisee, Patricia Mahabir of Woodhaven, NY, scheduled the opening of her first franchised Sophie's Cuban Cuisine restaurant and the second franchise in the chain's history on Wednesday, July 16.

Patricia's restaurant is at 28 East 23rd Street across from Washington Square Park in downtown Manhattan, NY. Mrs. Mahabir, a key member of Sophie's founding family, said: 'After working many years in the family business I feel confident that I know what it takes to run a successful Sophie's. My husband Tom, who operates his own pharmacy in New Jersey, and I intend to keep and surpass the quality and standards that guests have come to expect from a Sophie's Cuban Cuisine restaurant.'

Sofia Luna, co-founder and President of Sophie's, and Patricia's sister, said that Patricia would have the benefit of Sophie's strong brand equity in New York as well as close hands-on guidance. She also noted 'Patricia's passion for our food and her strong experience in the business will make her restaurant one of our top selling units.'

Sophie's Cuban Cuisine restaurants have been delighting hungry lunchtime crowds since 1997 when the Luna family opened their first restaurant in Lower Manhattan near the World Trade Center.

Sophie's features the best of the leading current restaurant trends in one restaurant, tasty 'comfort food' with a Cuban neighborhood feel, freshly made, healthy foods, a fast cafeteria-style line where guests see what they will be eating, and superior customer service where everyone is treated like a friend or neighbor. Take out and delivery orders represent a large portion of overall sales.

The restaurants offer freshly made, savory, authentic Cuban specialties such as Ropa Vieja (Shredded Beef Stew), Camarón al Ajillo (Shrimps In Garlic Sauce), Maduros (Fried Sweet Plantains), Papa Rellena (Mashed Potatoes Stuffed With Ground Beef Stew), Ox Tail Stew, plenty of Arroz con Frijoles (Rice and Beans), and of course, the traditional Cuban Sandwich.

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