

Sales Increase for 17th Consecutive Quarter at Bruegger's 2008-07-30

New menu offerings and an appealing value contribute to solid performance

Marking 17 consecutive quarters of growth, Bruegger's Enterprises, Inc. today announced second quarter system-wide gross sales of \$46.14 million, a 11.3 percent rise over \$41.46 million for the same period in 2007. Revenue for comparable sales grew 2.9 percent at company locations and 3.1 percent system-wide for the second quarter ending July 8, 2008.

'Bruegger's solid performance during a challenging second quarter directly relates to what we offer our guests and how well it resonates with them,' said Bruegger's Chief Executive Officer James J. Greco. 'At Bruegger's, we offer fresh, wholesome meals at fair prices in a comfortable setting with memorable service, and our guests appreciate that given the current economic climate impacted by rising energy and food costs.' The company also noted that sales during the quarter were negatively affected by flooding in Iowa that closed three bakeries and a Michigan bakery closed due to fire.

New Menu Items and Locations

During the second quarter, Bruegger's introduced an array of new menu items including a tossed-for-you Turkey Apple Club Salad, Brrueggaccino, a new creamy blended frozen coffee drink, and, the Very Veggie and Cheddar Omelet Sandwich, a new hot-from-the-oven summery medley of tomatoes, onions, red peppers and scallions and cheddar cheese that can be topped with bacon, ham or sausage.

Also during the second quarter, Bruegger's opened a corporate bakery near Philadelphia in Haverford, PA as well as a franchise-operated bakery in Agoura Hills, CA bringing the total to 280 bakeries in 22 states and the District of Columbia. New bakery expansion will continue throughout the year in existing markets across the country with 14 bakeries set to open in the third quarter.

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