



Le Pain Quotidien U.S. Fact Sheet

Headquarters	Le Pain Quotidien 434 Broadway New York, NY 10013 www.lepainquotidien.com
Locations and Hours	New York Metro, Los Angeles, Washington D.C., Connecticut All locations are open for breakfast and lunch; some locations offer dinner. Hours vary by location.
Menu	Le Pain Quotidien serves simple, elegant boulangerie fare—soup, salads, tartines, breakfast, homemade pastries and handmade organic bread—made with organic ingredients whenever possible. The menu includes many vegan and vegetarian options.
Concept and Philosophy	The concept remains essentially unchanged since founder Alain Coumont opened the first Le Pain Quotidien in Brussels in 1990: bakery and communal table, breakfast, brunch and lunch. With its communal tables, artisanal dishes and tranquil environment, Le Pain Quotidien transports its customers to the Belgian countryside and a simpler way of life. Le Pain Quotidien is committed to responsible business practices that are good for the community and the environment.
Global Presence	Today Le Pain Quotidien has a global community of more than 100 stores throughout the world, in Belgium, France, Switzerland, United Kingdom, United States, Kuwait, United Arab Emirates, Turkey, Russia, Qatar, Australia, Spain, Mexico, Bahrain, and Canada.
Founder	In 1990, when Belgian Chef Alain Coumont had exhausted his search for the perfect bread, he founded Le Pain Quotidien in Brussels. Coumont is the driving force behind this authentically Belgian bakery-café and its dedication to using quality ingredients from sustainable farmers.
Media Contact	press@lepainquotidien.com



Management Biographies

**Vincent
Herbert,
Chief
Executive
Officer**

Vincent has served as the Chief Executive Officer of PQ Licensing S.A. since 2003. In this capacity, he manages the company-owned operations in the United States, France and the United Kingdom and oversees the international franchise business.

Prior to joining Le Pain Quotidien, Vincent served as the Treasurer of Bank Brussels Lambert ING from 1990 to 1999. In 1989, Vincent joined the Prince Albert Fund (PAF), a program that gives talented Belgian professionals the opportunity to work abroad in business development. Before joining the PAF, Vincent spent two years with JP Morgan.

Vincent holds an MBA from the University of Antwerp UFSIA, from which he also graduated *cum laude* with a degree in International Business Affairs. Vincent resides in New York City with his wife and three children.

**Alain
Coumont,
Founder**

Alain founded Le Pain Quotidien in Brussels in 1990 and currently serves as the Company's Chief Creative Officer. In this role, he remains the driving force behind the brand's dedication to organic ingredients. Alain spends most of this time traveling to support the concept throughout the world.

Alain is also the co-founder of BioGhetto.com, which he established in 2005 with Gilles Valeriani. The company produces the RN13 label of organic *vins de pique-nique* (picnic wines) in the Languedoc Roussillon region of France.

Prior to founding Le Pain Quotidien, Alain worked in a number of highly regarded restaurants including Michel Guérard (Eugenie Les Bains, France), Georges Blanc (Vonnas, France) and Joel Robuchon (Paris, France). Alain graduated from hotel management school in Namur, Belgium. He currently resides with his family in Montpellier, France.

**Jay
Wainwright,
Managing
Director
PQUS**

Jay was appointed Managing Director of PQUS in 2009. In this role, he oversees all aspects of the business for the company-owned markets of New York, Washington DC and Los Angeles. From 2005-2008, Jay served as Le Pain Quotidien's Chief Development Officer, leading the franchise development and operations team.

Prior to joining Le Pain Quotidien, Jay founded and operated the restaurant concept, Cosí (NASDAQ:COSI), a leading fast-casual player with over 100 company-owned units in the United States.

Jay holds a degree in English from Hamilton College. A native New Yorker, Jay lives with his wife and two children in Manhattan.



Origins of Le Pain Quotidien

The story behind Le Pain Quotidien and Alain Coumont's passion for food began long before Alain's first bakery. As a child in Belgium, Alain spent countless hours perched on a chair, watching his grandmother make bread. As a young chef in Brussels, Alain could not find the right bread for his restaurant. Passionate about quality, he returned to his roots and opened a small bakery where he could knead flour, salt and water into the rustic loaves of his childhood.

Alain opened his bakery in rue Antoine Dansaert in Brussels, in those days an avant-garde quarter of Belgian fashion. He named his bakery "Le Pain Quotidien." Brussels quickly took to the taste of this traditional bread. Alain evolved his offering to include simple salads and tartines, keeping bread the cornerstone of the menu. At a local flea market, Alain found a long table where his guests could sit to eat together; it became Le Pain Quotidien's first communal table.

Success was rapid and Alain had numerous candidates who wanted to open other Le Pain Quotidien outlets. In the space of a few months, 10 locations opened in Brussels. Alain then followed his dream to open restaurants in the United States. In 1997, Alain opened his first store on Madison Avenue in New York City, which was an instant success. Shortly thereafter, he met a group of Belgian investors who backed his U.S. expansion plans. With this financial support, he opened several locations in New York City and later in Los Angeles. In 2004, headquarters were established in New York City.

Today Le Pain Quotidien has a global network of over 140 stores. In 2010, new restaurants will open in the Middle East, the United States, Europe and Asia. Le Pain Quotidien is a privately held company.



Frequently Asked Questions

What type of food does Le Pain Quotidien serve?

Le Pain Quotidien serves simple, elegant boulangerie fare—soup, salads, tartines, breakfast, homemade pastries and handmade bread—made with organic ingredients whenever possible. The menu includes many vegan and vegetarian options. Le Pain Quotidien is most well-known for its organic bread and its signature tartines.

What is a tartine?

A tartine is an open-faced sandwich. The name comes from the French *tartiner*, which means “to spread.”

Which of your products are organic?

Le Pain Quotidien uses organic ingredients whenever possible. Most products in the retail pantry, all beverages, the brioche, all of the breads, the homemade granola and many of the ingredients are organic (organic items and ingredients vary seasonally and with availability).

Which of your products are vegan and/or vegetarian?

Le Pain Quotidien offers the following vegan items:

- Organic Steel-Cut Oatmeal
- Fresh Fruit Bowl
- Black Bean Hummus Tartine
- Mediterranean Platter
- Organic Tofu Salad
- Avocado Tartine
- Organic Quinoa Salad
- Mesclun Salad
- Seaweed Salad
- Blueberry Muffin
- All breads (except Challah and baguette)
- 14 vegan soups which rotate on a daily basis

What retail products does Le Pain Quotidien offer?

Le Pain Quotidien offers a variety of pantry items that are used in the bakery-café which are available for purchase to enjoy at home, including jams, chocolate spreads, olive oil, sun-dried tomatoes and even the organic coffee. These items are also used in the kitchen as ingredients and shared on the communal table.



Can the retail products be purchased online?

Unfortunately, at this time, pantry items are not available for purchase online. However, demand for the items has been so great that Le Pain Quotidien may offer them for sale on the website in the future.

What are plans for expansion in the United States?

Le Pain Quotidien is always looking for the right opportunities to expand in communities where people appreciate simple, wholesome and delicious food, but there is no rush.

When did Le Pain Quotidien begin posting calorie counts on its menus?

In compliance with the law passed in New York City requiring restaurants with more than 15 locations to post caloric values, Le Pain Quotidien began posting the information in July 2008 in New York City locations.

Is Le Pain Quotidien a “green” restaurant?

Le Pain Quotidien has always been committed to promoting and implementing sustainable business practices. In 2006, it became a Certified Green Restaurant™ in recognition of its efforts.

Le Pain Quotidien’s green initiatives include launching store recycling programs, using recycled and chlorine-free paper products, installing water- and energy-efficient low flow spray valves and offering biodegradable disposables for takeout items. The company also uses reclaimed wood to make the furniture in its restaurants and recycled gypsum board and environmentally friendly paint in all new construction.

What does “Le Pain Quotidien” mean?

Le Pain Quotidien is French for “the daily bread.”



U.S. Locations

New York

Union Square
801 Broadway
New York, NY 10003
Tel: 212 677 5277

Upper East Side
1270 First Avenue
New York, NY 10021
Tel: 212 988 5001

Chelsea
124 Seventh Avenue
New York, NY 10011
Tel: 212 255 2777

West Village
550 Hudson Street
New York, NY 10014
Tel: 212 255 2275

Central Park
922 Seventh Avenue
New York, NY 10019
Tel: 212 757 0775

Upper East Side
833 Lexington Avenue
New York, NY 10021
Tel: 212 755 5810

Lincoln Square
60 West 65th Street
New York, NY 10023
Tel: 212 721 4001

Midtown East
7 E. 53rd Street
New York, NY 10022
Tel: 646 845 0012

Gramercy
38 East 19th Street
New York, NY 10003
Tel: 212 673 7900

Bryant Park
70 West 40th Street
New York, NY 10018
Tel: 212 354 5224

Greenwich Village
10 Fifth Avenue
New York, NY 10011
Tel: 212 253 2324

Soho
100 Grand Street
New York, NY 10013
Tel: 212 625 9009

Upper West Side
494 Amsterdam
New York, NY 10024
Tel: 212 877 1200

Upper East Side
252 East 77th Street
New York, NY 10021
Tel: 212 249 8600

Upper West Side
50 West 72nd Street
New York, NY 10023
Tel: 212 712 9700

Upper East Side
1131 Madison Avenue
New York, NY 10028
Tel: 212 327 4900



Tribeca
81 West Broadway
New York, NY 10007
Tel: 646 652 8186

Rockefeller Center
1271 Avenue of the Americas
New York, NY 10020
Tel: 646 462 4165

Rye
30 Purchase Street
Rye, NY 10580
Tel: 914 967 1498

Carnegie Hill
1309 Lexington Avenue
New York, NY, 10128
Tel: 212 203 0802

Bleecker Street
65 Bleecker Street
New York, NY 10012
Tel: 646 797 4922

Grand Central
708 3rd Avenue
New York, NY 10017
Tel: 646 736 0949

Connecticut

New Canaan
81 Elm Street
New Canaan, CT 06840
Tel: 203 920 4143

Upper West Side
2463 Broadway
New York, NY 10025
Tel: 212 769 8879

Midtown East
937 Second Avenue
New York, NY 10022
Tel: 646 240 4670

Mineral Springs
69th Street and West Drive
New York, NY
Tel: 646 233 3768

Battery Park City
2 River Terrace
New York, NY 10282
Tel: 212 227 2300

Meatpacking
52 9th Avenue
New York, NY 10014
Tel: 646 395 3367

Greenwich
382 Greenwich Ave
Greenwich, CT 06830
Tel: 203 404 7533



California (Los Angeles)

Westwood
1055 Broxton Avenue
Los Angeles, CA 90024-2803
Tel: 310 824 7900

Brentwood
11702 Barrington Avenue
Los Angeles, CA 90049-2903
Tel: 310 476 0969

West Hollywood
8607 Melrose Avenue
Los Angeles, CA 90069-5010
Tel: 310 854 3700

Beverly Hills
9630 S Santa Monica Boulevard
Los Angeles, CA 90210-4402
Tel: 310 859 1100

Santa Monica
316 Santa Monica Blvd
Los Angeles, CA 90401-2206
Tel: 310 393 6800

Studio City
13045 Ventura Blvd
Los Angeles, CA 91604
Tel: 818 986 1929

Pasadena
88 W Colorado Blvd
Los Angeles, CA 91105
Tel: 626 396 0956

San Vicente
13050 San Vicente Blvd
Los Angeles, CA 90049
Tel: 310 393 8909

Claremont
175 North Indian Hill Road
Los Angeles, CA 91171
Tel: 909 625 1469

Larchmont
113 N Larchmont Blvd
Los Angeles, CA 90004
Tel: 323 461 7701

Robertson
320 S. Robertson Blvd
Los Angeles, CA 90048
Tel: 310 858 7270

Manhattan Beach
451 Manhattan Beach Blvd
Los Angeles, CA 90266
Tel: 310 546 6411

Maryland

Bethesda
7140 Bethesda Lane
Bethesda, MD 20814
Tel: 301 913 2902



Virginia

Alexandria
701 King Street
Alexandria, VA 22314
Tel: 703 683 2273

Clarendon
2900 Clarendon Boulevard
Arlington, VA 22201
Tel: 703 465 0970

Washington, D.C.

Georgetown
2815 M Street
Washington, DC 20007
Tel: 202 315 5420

Spring Valley
4874 Massachusetts Ave. NW
Washington, D.C. 20016
Tel: 202 459 9141

Capitol Hill
660 Pennsylvania Avenue SE
Washington, D.C. 20003
Tel: 202 459 9147

Dupont Circle
2001 P Street NW
Washington DC 20036
Tel: 202 459 9176



International Locations

AUSTRALIA

australia@lepainquotidien.com

Sydney

Leichhardt
54 Norton St Leichhardt NSW
Tel: 02 9564 0099

Surry Hills
414 Bourke Street
Tel: 02 9360 8460

Westfield Bondi Junction
Level 4 Oxford Street Bridge
Te: 02 9386 0840

BAHRAIN

me@lepainquotidien.com

Manama
City Center Mall
Sheikh Khalifa Bin Salman Highway
Tel: 973 17 179734

BELGIUM

belgium@lepainquotidien.com

Charleroi
Boulevard Tirou 79
B-6000 Charleroi
Tel: 071 32 27 82

Gent
Kalandeberg 10
B-9000 Gent
Tel. 09 224 18 79

Knokke-Heist
Dumortierlaan 75
B-8300 Knokke-Heist
Tel: 050 60 15 75

Leuven
Parijsstraat 35
B-3000 Leuven
Tel: 016 22 43 70

Liège
Rue du Mouton Blanc 19
B-4000 Liège
Tel: 04 223 60 12

Mons
Rue d'Havre 10
7000 Mons
Tel: 065 73 14 38

Namur
Rue du Collège 5
B-5000 Namur
Tel: 081 22 16 66

Namur (Jambes)
Avenue Jean Materne 54
B-5100 Jambes
Tel: 081 30 88 88

Nivelles
Rue de Namur 13
B-1400 Nivelles
Tel: 067 87 70 03

Wavre
Rue du Commerce 31
B-1300 Wavre
Tel: 010 22 29 30

Antwerpen

Kievit
Lange Kievitstraat 107
B-2018 Antwerpen
Tel: 03 226 37 10

Oost
Mechelsesteenweg 45-47
B-2018 Antwerpen
Tel: 03 225 12 29

Brussels

Dansaert
Rue Antoine Dansaert 16 A
B-1000 Brussels
Tel: 02 502 23 61

Wemmel
Chaussée de Bruxelles 11
B-1780 Brussels
Tel: 02 262 33 95

Cimetière d'Ixelles
Chaussée de Boondael 479
B-1050 Brussels
Tel: 02 646 06 93

Louise
Avenue Louise 124
B-1050 Brussels
Tel: 02 646 49 83

Waterloo
Chaussée de Bruxelles 139 A
B-1410 Waterloo
Tel: 02 354 59 90

Brugge
Philip Stockstraat 21
B-8000 Brugge
Tel: 050 33 60 50

Centrum
Steenhouwersvest 48
B-2000 Antwerpen
Tel: 03 226 76 13

Sablon
Rue des Sablons 11
B-1000 Brussels
Tel: 02 513 51 54

Tongres
Rue des Tongres 71-73
B-1040 Brussels
Tel: 02 733 38 97

Lepoutre
Chaussée de Waterloo 515
B-1050 Brussels
Tel: 02 343 33 59

Stockel
Avenue de Hinnisdael 6
B-1150 Brussels
Tel: 02 772 70 66



Fort Jaco
Chaussée de Waterloo 1480
B-1180 Brussels
Tel: 02 374 92 29

Parvis Saint Pierre
Parvis Saint Pierre 16
B-1180 Brussels
Tel: 02 344 04 14

CANADA

canada@lepainquotidien.com

Toronto

Eglinton
508 Eglinton Avenue West
Tel: 416 485 3000

Yorkville
18 Yorkville Ave
Tel: 416 926 7555

FRANCE

france@lepainquotidien.com

Aix en Provence
5, place Richelme
F-13100 Aix en Provence
Tel: 04 42 23 48 57

Lille
35 bis, Place Rihour
F-59000 Lille
Tel: 03 20 42 88 70

Paris

Marais
18-20 Rue des Archives
F-75004 Paris
Tel: 01 44 54 03 07

Saint Honoré
18, place du Marché Saint
Honoré
F-75001 Paris
Tel: 01 42 96 31 70

Montorgueil
2, rue des Petits Carreaux
F-75002 Paris
Tel: 01 42 21 14 50

Varenne
25 rue de Varenne
F-75007 Paris
Tel: 01 45 44 02 10



GERMANY

germany@lepainquotidien.com

Carlsplatz
Berger Straße 35
40213 Düsseldorf
Tel: 0211-5665 7272

Munich
Platzl 2
80331 München
Tel: 089-255 43 79 10

Frankfurt Airport
Frankfurt Main Flughafen - Terminal 2
60547 Frankfurter Flughafen
Tel: 069-697 11 69 10

Munich Opera
Gärtnerplatz 6
80469 München
Tel: 089-242 07 86 20

KUWAIT

me@lepainquotidien.com

Palms Beach Hotel & Spa -
Cooperative Road next to Radisson SAS
Salwa, Kuwait City
Tel: 965 563 36 84

Marina Crescent Mall
Gulf Road, Salmiya, Kuwait City
Tel: 965 2224 4942

The Avenues
Unit G57, Plot 3
5th Ring Road, Block 1, Al Rai
Al-Farwaniyah Governate
Tel: 965 2495 4631

MEXICO

mexico@lepainquotidien.com

Insurgentes
Avenida Insurgentes 1630
Colonia Crédito Constructor
Delegación Benito Juárez
CP 03490
Tel: 5661-9240

Bosques
Bosques de Duraznos # 39
Local B 23
Parque Duraznos
Colonia Bosques de las Lomas
Delegación Miguel Hidalgo
CP 11700
Tel: 5245-2056

Polanco
Oscar Wilde 30 Local 3
Colonia Chapultepec Polanco
Delegación Miguel Hidalgo
CP: 11560
Tel: 5280-0759

Condesa
Amsterdam #309
Colonia Hipódromo Condesa
CP 06140 México DF
Tel : 5574-7916

QATAR

me@lepainquotidien.com

Doha
Olympic City
Villagio Mall, Doha
Tel: 974 413 5245

RUSSIA

russia@lepainquotidien.com

Moscow

Evropeisky
Evropeisky Mall, Ground FL
2 Kievskogo Vokzala Square
121059 Moscow
Tel: 495 229 66 74

Tverskaya
Belorusskaya metro station
Lesnaya str.1/2
125047 Moscow
Tel: 495 234 17 85

Novinsky
New Arbat / Garden Ring (opposite Lotte Plaza)
Novinsky Blvd 7 Moscow
Tel: 495 605 20 56

Kamergerskiy
6 Kamergerskiy pereulok
125009 Moscow
Tel: 495 292 51 14

Gorky Park
Park Kulturiy Metro Station
Zubovsky Blvd, 5/3
119021 Moscow
Tel: 495 247 17 95

Filion Mall (2)
Fili, Bagrationovskaya metro
station
Bagrationovsky proezd, 5
Tel: 495 287 80 59
Filion mall 1st floor opposite
main entrance to Carrefour: Tel:
495 287 80 99



Novokuznetskaya
m. Novokuznetskaya, m. Tretiakovskaya, m.
Polyanka
Pyatnitskaya St. 6/1
Moscow
Tel: 495 951 91 30

Lesnaya
m. Belorusskaya
Lesnaya street, 5
McKinsey Building
Tel: 495 649 70 50

Taganka
Nijnaya Radishevskaya st., 5 bld. 3
Tel: 495 649 70 50

Novoslobodskaya
Novoslobodskaya, 21
127055 Moscow
Tel: 495 287 34 63

Metropolis
m. Voykovskaya
16A/4 Leningradskoe highway,
Metropolis Mall, central entrance
125171 Moscow
Tel: 495 662 63 88

SPAIN

spain@lepainquotidien.com

Madrid

Fuencarral
Calle de Fuencarral, 95
28004, Madrid
Tel.: +34 915 93 09 39

Velazquez
Calle de Velázquez, 92
28006, Madrid
Tel: +34 915 77 28 27

Gran Villa
Calle Gran Vía, 46
28013, Madrid
Tel: +34 915 23 19 63

El Zielo
Centro Comercial El Zielo
Avenida de Europa 26B, Planta 2
28224, Pozuelo de Alarcón
Tel: +34 917 09 34 11

Plaza Mayor
Plaza Mayor 30
28012, Madrid
Tel: +34 91 364 11 19



SWITZERLAND

switzerland@lepainquotidien.com

Geneva

Plainpalais
32 Boulevard Georges Favon
1204 Genève
Tel: 022 781 81 90

Champel
1 Avenue Alfred Bertrand
1206 Genève
Tel: 022 346 86 34

Rive
21 Boulevard Helvétique
1207 Genève
Tel: 022 736 36 90

Zürich

Löwenstrasse
Löwenstrasse 1
8001 Zürich
Tel: 043 497 35 40

Romerhoff
Römerhofplatz 5
8032 Zürich
Tel: 044 251 62 60

TURKEY

turkey@lepainquotidien.com

Istanbul

Kanyon Alisveris Merkezi
Buyukdere Cad. No: 185 Giris Kati
Magaza No: 140 B
Tel: 212 353 06 77

Istinye
Istinye Park Alisveris Merkezi
Istinye Bayiri
Tel: 212 345 53 66

UNITED ARAB EMIRATES

me@lepainquotidien.com

Dubai

Mall of Emirates
Sheikh Zayed Road Dubai
Tel: 971 43410041

Jumeirah Beach Residence 2,
Plaza
JBR Plaza Remal
Tel: 971 4 4281305



21st Century Tower
Sheikh Zayed Road Dubai
Tel: 971 4 3250221

Mirdif Uptown
Algeria Street - cross street 37 Mirdif, Dubai
Tel: 971 4 2888046

Mirdif City Centre
Tel: 971 4 2316691

Abu Dhabi

Twin Tower
Al Salam Street
Vision Twin Tower
Tel: 971 26430194

Jumeirah Beach Residence 1,
The Walk
JBR Plaza Bahar, Dubai
Tel: 971 4 4370141

Dubai Mall
Al Doha Street
Tel: 971 4 3398404

UNITED KINGDOM

uk@lepainquotidien.com

London

Kings Road
201-203A Kings Road
London SW3 5ED
Tel: 020 7486 6154

St Pancras International
Unit 4
Euston Road
London NW1 2QL
Tel: 020 7486 6154

Exhibition Road
15-17 Exhibition Road
South Kensington
London SW7 2HE
Tel: 020 7486 6154

Marylebone
72-75 Marylebone High Street
London W1U 5JW
Tel: 020 7486 6154

Young Street
9 Young Street
Kensington
London W8 5EH
Tel: 020 7486 6154

Royal Festival Hall
Festival Terrace
Southbank Centre
Belvedere Road
London SE1 8XX
Tel: 020 7486 6154



Soho
18 Great Marlborough Street
London W1F 7HT
Tel: 020 7486 6154

Bread Street
Bow Bells House 1 Bread Street
London EC4M 9BE
Tel: 020 7486 6154

Hampstead Heath
1 Southend Road
London NW3 2PT
Tel: 020 7486 6154

Holborn
Aveda Institute
174 High Holborn
London WC1V 7AA
Tel: 020 7486 6154

Tottenham Court Road
64 Tottenham Court Rd
Camden Town, Greater London W1T 2ET
Tel: 020 7486 6154

Covent Garden
48 & 49 The Market
Covent Garden Plaza
London WC2E 8RF
Tel: 020 7486 6154

Wimbledon
4-5 High Street
Wimbledon Village
London SW19 5DX
Tel: 020 7486 6154

Notting Hill Gate
81-85 Notting Hill Gate
London W11 3JS
Tel: 020 7486 6154

Parsons Green
70 Parsons Green Lane
London SW6 4HU
Tel: 020 7486 6615

City
Units 5 & 6 Bow Bells House
1 Bread Street
London EC4M 9BE
Tel: 020 7486 6154

NETHERLANDS

De Pijp
Cornelis Troostplein 4hs
1072 JK Amsterdam
Tel: 020 675 05 06

Oud Zuid
Johannes Verhulststraat 104
1071 NL Amsterdam
Tel: 020 379 59 00