

CASA DO PÃO DE QUEIJO IS FIVE-STAR FRANCHISING

For the second consecutive year, Casa do Pão de Queijo, national leader in number of franchise units in the cafeteria segment, has won the maximum score in the research *As Melhores Franquias do Brasil 2007* (2007 Brazil's Best Franchises 2007), promoted by the magazine *Pequenas Empresas & Grandes Negócios* (Small Companies & Great Businesses). Awarded with the Five Star stamp, only conceded to four of 41 cafeteria and pastry shop chains of the Country, Casa do Pão de Queijo has been the leader among the ten best franchises in invoicing and in number of units.

The research, carried out by FGV Projetos (*FGV Projects*), Fundação Getúlio Vargas' advisory center of São Paulo, evaluated the chain in the topics: performance (including aspects such as unit number and invoicing increase); franchiser quality (know-how transfer capacity to franchisees and franchise brand value); and franchisee satisfaction (the partners opinion about the business).

For Renata Rouchou, Casa do Pão de Queijo's expansion manager, to receive the stamp once again means the recognition for the tradition and 40 year experience operating in the Brazilian market. "We work more and more to keep and to improve the quality of our services and products", states.

Since 2007, Casa do Pão de Queijo has invested R\$ 1 million in services for franchisees, such as legal advisory, store renovation and training for shop assistants, aiming to unify the client service of the chain units.

About Casa do Pão de Queijo

Casa do Pão de Queijo has operated in the food sector for 40 years. It combines tradition and innovation in more than 450 franchisee stores in the main shopping centers, hypermarkets, galleries, streets and avenues all over Brazil. Yearly it assists nearly 30 million people, serves more than 30 million cheese buns, 22 million cups of coffee and 7.1 million puff pastry (salty and sweet).

The chain is supplied by an own industrial plant, with the support of homologated suppliers. High quality food is produced in accordance to rigid quality controls. Moreover, it is recognized for constantly bringing news for the menu, through the launching of products.

Casa do Pão de Queijo is also present in hospitals, stores, bookstores, rentals, airports, bus stations and universities. In 2006 it was elected the third most admired brand in the fast food segment, according to an Interscience research, and invoiced R\$ 180 million. Currently it employs 200 people and creates 5,200 indirect employs.



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