

Casa do Pão de Queijo is the consumer's favorite cafeteria

Casa do Pão de Queijo was the winner of the Cafeteria category at Alshop/Visa Award, carried out by *Associação Brasileira de Lojistas de Shopping* (Alshop – Brazilian Association of Shopping Center Shopkeepers) in partnership with Visa. In its tenth edition, the award recognized the best retail companies in 2007. For the first time, the choice was exclusively in charge of the consumers who, in March, could vote through the internet in their favorite brands, and 330 brands in 27 categories were indicated.

For Alberto Carneiro Neto, Casa do Pão de Queijo's president, receiving this award means the recognition for the tradition and for the experience of more than 40 years of operation in the Brazilian market. "We attribute this result to the dedication of our team, franchisees and employees who work more and more to keep and improve the quality of our services and products," he commemorates.

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 services nearly 30 million people, serves more than 36 million cheese buns, 22 million cups of coffee, 7 million of salty puff pastry and 1.5 million of sweet puff pastry.

The chain is supplied by an own industrial plant, with the support of homologated suppliers. High quality food is produced in accordance to the most 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 2007, for the second consecutive year, the company got the maximum score in the research *As Melhores Franquias do Brasil 2007* (2007 Brazil's Best Franchises), promoted by the magazine *Pequenas Empresas & Grandes Negócios* (Small Companies & Great Businesses) and carried out by FGV Projetos (*FGV Projects*), Fundação Getúlio Vargas' advisory center of São Paulo. Casa do Pão de Queijo, awarded with the Five Star stamp, was the leader in invoicing and in number of units among the ten largest franchises, having invoiced R\$ 198 million.

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April/2008