



Timothy's World Coffee Opens First Neighbourhood Location in the U.S.

(TORONTO) December 15, 2011- Timothy's World Coffee is expanding south of the border and is celebrating the grand opening of its first neighbourhood café in Boston, Massachusetts this weekend.

"Timothy's has proven to be a Canadian favourite and with the expansion into the U.S market, we hope that it will soon be an American favourite as well," said Jim Greco, CEO of Bruegger's Enterprises. "The success of the joint Timothy's café opening at the Cleveland Hopkins International Airport showed us that U.S. customers are passionate about their coffee and the Timothy's brand."

Timothy's dedication to quality premium coffees and strong partnerships within all its communities will allow U.S customers to share an experience Canadians have been enjoying since 1975. Guests at the first neighbourhood U.S. Timothy's café will appreciate the opportunity to explore and experience the wide selection of over 30 premium blends, including mild, medium and strong roasts, flavoured and ethical coffees as well as a variety of specialty coffees made exclusively from 100% Rainforest Alliance Certified Espresso. All coffees may be paired with a sweet treat or savoury snack from Timothy's broad menu selection of bakery items and sandwiches for breakfast and lunch.

"Timothy's is a strong brand in Canada and has carved out a distinctive position as global coffee experts. We want the Timothy's community in U.S to grow and we are confident it will resonate with an American consumer base that is becoming more and more advanced and educated when it comes to coffee and their coffee preferences," said Greco.

About Timothy's World Coffee & Bruegger's Enterprises, Inc.

Since 1975 Timothy's World Coffee has been committed to providing coffee lovers across North America the opportunity to explore and experience the finest authentic coffee from around the world in its warm and inviting cafés. Only the top one to five per cent of the world's finest Arabica beans meet Timothy's standards. With a network of enthusiastic franchisees, a Timothy's café quickly becomes part of any community as a daily ritual or meeting place. Timothy's World Coffee is part of Threecaf Brands, Inc. a wholly owned subsidiary of Vermont-based Bruegger's Enterprises Inc., a leader in the fast casual restaurant segment. The company operates 300 Bruegger's bakeries in North America. Threecaf Brands operates, manages and licenses close to 140 restaurants across Canada including Timothy's World Coffee, mmmuffins and Michel's Bakery Café.

For further information or to schedule an interview with Jim Greco on the expansion, please contact:

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