



**FOR IMMEDIATE RELEASE**

**29 December 2009**

## **COBS Bread prepares for surge in franchise enquiries**

COBS Bread is preparing itself for an influx of franchise enquiries in the New Year, as it predicts the effects of the financial crisis will encourage people to start their own business in 2010.

The successful bakery franchise plans to recruit 150 franchisees across new and existing sites in Canada and under the Bakers Delight brand name in Australia and New Zealand.

In Canada alone, the company is looking to recruit 50 new franchisees to help facilitate growth.

Roger Gillespie, co-founder and CEO of COBS Bread, said franchise enquiries were traditionally high in the first quarter of the year, but he expected this to increase significantly in 2010.

"Owning your own business is the new dream for a large number of Canadians who want to take control of their own destiny and pursue self employment," Roger said.

"The opportunity is targeted at all Canadian's and includes those who may lack the start-up capital. These recruits are trained as part of our Manage to Own program to then take on their own bakery within 6 to 12 months as a franchisee.

"The holiday season is typically a time when people reassess their options and the economic crisis has made evaluating the future more top of mind than ever," he said.

COBS Bread's proven business model, remained strong during the downturn. This was further recognised by the opening of the 62<sup>nd</sup> bakery earlier this year.

"It is great to see that our franchisees get so much value from the way we operate and the proven business model established over the past 29 years of operation. These results confirm we're on the right track, which is very encouraging," Roger said.

Prospective franchisees can source further information and the opportunity to speak to existing franchisees by contacting COBS Bread on Tel: 866 383 2627 or [www.cobsbread.com](http://www.cobsbread.com)

- ends -

**For further information, images or interviews:**

Heather Lewis

COBS Bread

Tel: 866 383 2627

Email: [heather.lewis@cobsbread.com](mailto:heather.lewis@cobsbread.com)