



COBS Bread Receives Special 8-Year Franchisees' Choice Designation at CFA National Convention

April 27th, 2018 (Vancouver, BC) - COBS Bread was honoured as a recipient of the Franchisees' Choice designation on April 23, 2018 during a Gala Awards Presentation at the 27th annual Canadian Franchise Association (CFA) National Convention in Ottawa, Ontario. This is the eighth year for the annual Franchisees' Choice designation program and COBS Bread was recognized for its accomplishment in receiving the designation every year since 2011.

The Franchisees' Choice designees are CFA member franchise systems who voluntarily took part in an independently-administered survey. This year, more than 70 CFA member franchise systems participated in the survey. Franchisees were asked to assess their franchisor in key areas of the franchise business model, including the franchisee selection process; franchisee information package; leadership; business planning and marketing; training and support; ongoing operations; and the relationship between the franchisor and franchisee.

"We are delighted to receive the Franchisees' Choice Designation for the 8th Consecutive Year. This recognition is very special for COB Bread as we are committed to growing the franchise," says Brad Bissonnette, Vice President, Marketing & Franchise Recruitment for COBS Bread. "It validates the progressive relationship we have with our network and something all potential franchisees should consider when choosing a concept."

In the due diligence process of investigating a franchise opportunity, speaking with existing franchisees about the opportunity being explored is essential. For prospective franchisees, the Franchisees' Choice designation identifies that a franchise brand has received solid endorsement and ratings from its franchisees. The 2018 Franchisees' Choice designees are representative of the spectrum of franchise opportunities and the diversity and excellence of CFA members.

"The true strength of a franchise system lies in the mutually-rewarding relationship between a franchisor and its franchisees," says Lorraine McLachlan, CFA President and Chief Executive Officer. "Being a Franchisees' Choice designee is an honour and a vote of confidence because the high rankings in franchisee satisfaction come directly from the franchisees themselves."

For more information about Franchisees' Choice designation and a full list of winners, visit www.awardsprogram.ca To learn more about COBS Bread, visit www.cobsbread.com/franchising.

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About COBS Bread

At every one of COBS Bread's 108 locations across Canada, hand-crafted bread and the freshest treats are baked fresh every day. Offering traditional sandwich breads, artisanal loaves and smart indulgences, COBS Bread focuses on helping you bring high quality, healthy and delicious baked goods into your home. At the end of the day, all leftover product is donated to local charities.



COBS Bread is part of Bakers Delight Holdings Ltd, established in 1980 and operating as Bakers Delight in Australia and New Zealand and COBS Bread in Canada and the United States. Together they have grown to become the world's most successful bakery franchise with more than 700 bakery locations worldwide with plans to grow to 250 locations in Canada in the next five years. For more information about COBS Bread, please visit www.cobsbread.com.

About the Canadian Franchise Association

The Canadian Franchise Association (CFA) helps everyday Canadians realize the dream of building their own business through the power of franchising. CFA advocates on issues that impact this dream on behalf of more than 700 corporate members and over 40,000 franchisees from many of Canada's best-known and emerging franchise brands. Beyond its role as the voice of the franchise industry, CFA strengthens and develops franchising by delivering best-practice education and creating rewarding connections between Canadians and the opportunities in franchising. Canadian franchises contribute over \$96 billion per year to the Canadian economy and create jobs for more than 1.8 million Canadians. Learn more at www.cfa.ca or www.FranchiseCanada.online.

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