



COBS Bread Receives Special 7-Year Franchisees' Choice Designation at CFA National Convention

(Vancouver, British Columbia) April 6, 2017... COBS Bread was honoured as a recipient of the Franchisees' Choice designation on April 3, 2017 during a Gala Awards Presentation at the 26th annual Canadian Franchise Association (CFA) National Convention in Niagara Falls, Ontario. This is the seventh 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 60 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.

"This award is very special for COBS Bread as the voting is conducted by our franchisees," says Brad Bissonnette, Vice President – Marketing & Franchise Recruitment, COBS Bread. "It validates the progressive and successful relationship we have with our franchisees and signals that an investment with COBS Bread is a great decision."

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 2017 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."

To learn more about COBS Bread, visit www.cobsbread.com.

For more information about Franchisees' Choice designation and a full list of winners, visit www.awardsprogram.ca

About COBS Bread

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 one of the world's most successful bakery franchises with more than 700 bakery locations. COBS Bread is expanding in North America and currently has more than 95 locations in Canada and one in the USA. *All of COBS Bread's baked goods are made on the same day they are sold, ensuring that everything is fresh and delightful. Any unsold items are donated daily to various local charities and food banks.* For more information about COBS Bread, please visit www.cobsbread.com.

About the Canadian Franchise Association

The Canadian Franchise Association (CFA) is the recognized authority on franchising in Canada. With over 600 corporate members representing many of Canada's best- and lesser-known brands and 40,000 franchisees nation-wide, CFA is the indispensable resource for the franchise community and advocates on behalf of franchisors and franchisees in Canada to enhance and protect the franchise business model. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs, publications, and websites (www.cfa.ca, www.LookforaFranchise.ca, and www.FranchiseAwareness.ca).

-1-

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