

## **FOR IMMEDIATE RELEASE**

### **For additional information:**

Kevin Schuk, Vice President  
414.962.1965

### **Breadsmith® Adds Marketing Manager to Corporate Staff**

*Additions Coincide with Franchise Growth at Milwaukee-Based Corporate Office*

**MILWAUKEE — January 19, 2009 —** Milwaukee-based Breadsmith®, a leading nationwide franchise corporation, announces the addition of a new marketing manager. Including efforts to comprise the organization's marketing tactics to accommodate consistent growth.

"In the fifteen years since our inception we've experienced tremendous growth through partnerships with franchisees nationwide," notes Tim Malouf, president of Breadsmith. "We recently embarked on an aggressive search to expand our marketing efforts. Having that in place is a tactic designed to take our company to the next level of success."

Keith Borkowski recently joined Breadsmith as Marketing Manager. He comes to Breadsmith with nearly 7 years of marketing experience with such Wisconsin companies as Scott Advertising, Milwaukee; Caffeine Communications, Milwaukee; and GMR Marketing, New Berlin. In his new role, Borkowski will lead Breadsmith's marketing efforts that will include utilizing his advertising, public relations and experiential experience.

Breadsmith specializes in hand-crafted artisan breads made fresh from scratch using the highest quality ingredients with no additives or preservatives, and baked in a six-ton stone-hearth oven imported from Europe. In addition to the crusty, European-style breads, Breadsmith makes soft-crusted sandwich breads, specialty breads and a wide range of cookies, muffins and sweets using all natural ingredients.

Breadsmith, with 34 bakeries nationwide, is headquartered in Whitefish Bay, Wis. Breadsmith has received accolades for its European-style breads including top honors from *Bon Appetit* magazine, *Modern Baking*, International Culinary Salon, National Restaurant Association and "Best of" awards in ten cities. For more information visit [www.breadsmith.com](http://www.breadsmith.com).

**###**