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**SIMPLY BREAD SELECTED AND SERVED BY SOME OF ARIZONA'S BEST CHEFS**

**PHOENIX** – (June 2006) – Most chefs and restaurant critics will agree that the breadbasket is often a good predictor of the quality of a restaurant. It's the first taste of the integrity of the kitchen, and while a crisp European baguette exudes a certain culinary confidence, a mushy dinner roll often leads to a mundane meal.

This theory is given credence by the speed with which the top chefs in Phoenix and the Valley of the Sun have signed with Simply Bread in just three months. And, it would seem that a new benchmark for quality bread has been set.

With a client roster including The Boulders Resort, Four Seasons Resort Scottsdale, The Phoenician, The Fairmont Scottsdale Princess, Ritz-Carlton Phoenix, Westin Kierland Resort, Royal Palms Resort and Spa, plus independent restaurants such as Vincent on Camelback and Sol Y Sombre, head baker and bread savant, Jeffrey Yankellow, produces more than 22 varieties of hand-crafted traditional European breads daily for this A-list.

Additionally, Yankellow has created a signature *bread traditionnelle* to complement the distinctive dining offered in **each** of these destination restaurants. For Bistro 24 in the Ritz-Carlton Phoenix, Yankellow has created twists on two traditional breads. First, he slowly roasts garlic cloves with olive oil, then generously adds them to the dough to create a sublimely flavorful and aromatic garlic bread. Similarly, a more-than-satisfying sprinkle of sea salt and poppy seeds makes the Bistro 24 baguette especially memorable.

Yankellow has also created three signature breads for the Four Seasons Resort Scottsdale, including a jalapeño cornbread, a chipotle jalapeño pepper roll, and a slightly sweeter roll flavored with fresh thyme and sea salt.

Headquartered in Phoenix, Simply Bread™ is baking the simplest, purest, most traditional European breads. Not *European style*—but the real deal. The team is led by one of the world's gold medal champion bakers, Jeffrey Yankellow, who combines age-old baking processes, such as long fermentation, with the most

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sophisticated technology to precisely control his baking environment. He meticulously sources specialty suppliers to get the most wholesome and flavorful ingredients available so that each loaf is nutritionally perfect food, with a dark crust, substantial chew and an enticing acidic aftertaste. Simply Bread's products are Kosher, certified by the Orthodox Union, which is internationally recognized as the highest standard in the world.

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