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**AJ's FINE FOODS SELECTS SIMPLY BREAD
AS ITS EXCLUSIVE FRESH-BAKED BREAD SUPPLIER**

PHOENIX—(December 2006)—Ever since Simply Bread began baking in February of this year, those in the know who wanted their traditional European breads could visit either the Bread Bar, located on site at the 24th street bakery, or at the Valley's top restaurants such as the Ritz-Carlton Phoenix, Four Seasons Resort Scottsdale, Royal Palms Resort and Spa, Fairmont Scottsdale Princess, The Phoenician, Binkley's restaurant in Cave Creek, and Vincent on Camelback.

And the AJ's management team did just that. Then they approached Simply Bread to be their exclusive supplier at all AJ's stores Valleywide. Since just before Thanksgiving, Simply Bread products are delivered to all ten Valley stores daily by 6:00 a.m. just as the loaves come out of the oven, ensuring the freshest bread available at AJ's. Tucson stores will be added in 2007.

The marriage with AJ's, the Valley's leading purveyor of fine foods, is the next logical step in Simply Bread's meteoric success. Their unparalleled shopping environment, incredible range of products and services, and their unrivaled commitment to customer service is second-to-none.

Similarly, Simply Bread head baker and bread savant, Jeffrey Yankellow, approaches the art of baking bread with equal fervor. His expertise and commitment to great bread is unrelenting, as he states that "there are no compromises, no short cuts, absolutely no hidden fats, no hydrogenated anything or unnatural flavor additives" in his products. Yankellow uses sourdough cultures rather than

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preservatives to maintain freshness and loves to say that “time is flavor” noting that Simply Bread’s loaves require 36-72 hours to ferment. “It’s this slow, tedious process that sets us apart, maintains the integrity of the bread and brings forth the natural flavor of the basic ingredients. After all these years, the best equipment is still a baker’s hands.” And Yankellow knows what he’s talking about – he led the U.S. Team to an upset win in the last Coupe du Monde de la Boulangerie, known as the Olympics of bread baking.

The result of Yankellow’s intensity: breads that are nutritionally perfect food, have a dark crust with a substantial chew and an enticing acidic aftertaste. And finally, Simply Bread’s products are Kosher, certified by the Orthodox Union, which is internationally recognized as the highest Kosher standard in the world.

A variety of breads will be offered fresh daily at AJ’s Fine Foods, including these breads traditionales:

- **THE CLASSIC – *Baguette*** – It’s hard to match a well made, crisp baguette. Simply Bread’s is inspired by the original version from France and made from a simple mixture of flour, water, salt, and yeast. The crisp crust surrounds a moist crumb, which radiates with the sweet, nutty flavor of the wheat. Simple in looks, it’s big on flavor and is a crust lover’s dream.
- **THE CHAMP – *Seeded Wheat*** – Sesame, flax and toasted sunflower seeds bring a medley of textures and flavors to this bread. The seeds are strewn throughout this loaf made of wheat, rye and oats. When baked to a rich golden color, the aroma from the toasted seeds and long-fermented grains is irresistible. The seeded wheat is full-bodied, yet subtle enough to complement any food. It’s the perfect match for roasted turkey and all the fixings or, for vegetarians, stacked high with arugula, tomatoes and avocado.
- **OOH LA LA – *Cranberry Walnut Raisin*** -- Packed with walnuts and fruits, this loaf may be mistaken for dessert even though it contains no added sugars. The sweet jumbo organic raisins contrast the tartness of the cranberries. The toasted walnut halves from Lake County in Northern California add flavor and crunch. Sliced thin and toasted, it is the perfect side to a cheese plate.

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