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***BROAD STREET LICENSING GROUP TO SECURE RESTAURANT BRANDS
FOR RETAIL FOOD MANUFACTURER GOURMET BOUTIQUE***

MONTCLAIR, NJ – January 5, 2010 –**Broad Street Licensing Group** announced today a new partnership with food manufacturer **Gourmet Boutique** to acquire restaurant brands for licensing to retail sale. Broad Street President, **Carole Francesca**, described Gourmet Boutique as “a premier producer of high-quality chilled & frozen foods, across multiple product categories, with sales in numerous grocery chains throughout the country.” She added, “With consumers eating more meals at home, demand for restaurant-quality meals in supermarket frozen and deli cases has increased exponentially. This has created opportunities for restaurants to bring their brands to retail with ready-to-serve foods. Gourmet Boutique can provide high-quality (and all-natural) entrees and side dishes unique to each restaurant brand.”

Jan Sussman, CEO of the New York-based Gourmet Boutique, said his company is “pleased to be working with the premier restaurant licensing agency, and we are looking for them to help us achieve rapid growth by leveraging restaurant brands to retail.”

Broad Street Licensing Group received the “*Best Brand Extension of the Year*” award from *License! Global Magazine* for client **Burger King**’s licensed snack chips line, and has been nominated for the prestigious “*Best Corporate Brand License of the Year*” by the **Licensing Industry Merchandisers Association** (LIMA) five years in a row. The agency has brokered licensed products that are sold around the globe in grocery, club, mass, vending, drug and c-stores.

About Broad Street Licensing Group

Broad Street Licensing Group (BSLG) is the world’s foremost food & restaurant brand licensing agency, and was recently named to ***License! Global*** magazine’s top world licensing firms. No other agency has the same experience leveraging food and restaurant brands to retail across multiple channels of distribution and delivery platforms. Their roster of experience includes Burger King, Bruegger’s Bakery Cafes, The Culinary Institute of America, Rich Foods, ReaLemon, Unilever, Fabergé, Cutty Sark, Helene Curtis, Good Humor-Breyers, and Popsicle.

To learn more about leveraging your brand to retail, or to inquire about licensing your brand to Gourmet Boutique, contact Bill Cross at 973.655.0598.

