

12<sup>th</sup> February 2010

## Beard Papa Sharing the Puffection in Melbourne!

Known as the place of the "World's Best Cream Puffs," Beard Papa has been a household name since 1999. Over 300 stores worldwide later, our mission has remained unchanged, to pursue uncompromising quality in serving the World's best Cream Puffs to create Pure Puffection!

Now the delicious and exciting Beard Papa brand has opened its first new store in Melbourne with the opening of Beard Papa Westfield Southland. New franchisee and operator Katsu Ishikawa is now the newest Beard Papa franchisee in Australia and gets to take advantage of the exciting new Beard Papa store design to be implemented in 2010 as well as the world-renowned Beard Papa cream puffs.

*"The new look Beard Papa store design and colours are a great move forward for our brand" says Katsu. "I am really looking forward to serving our world famous cream puffs and desserts to my fellow Melbournians".*



It's not just the new franchisee that is excited about the opening of the new store. *"We're over the moon about opening our first Melbourne store in Westfield Southland." says National Marketing Manager Scott Philipson. "Katsu have been waiting for just the right location and Westfield Southland is perfect. We have very little direct competition and a terrific range of delicious freshly made cream puffs and desserts for that special treat or you can just sit back and enjoy in our relaxing seating area while trying some of our mouth-watering coffee."*

Beard Papa Southland is located on level 1 in the Westfield Southland Shopping Centre just outside Kmart and is open 7 days a week.

To own your very own Beard Papa store visit [www.pacificretail.com.au](http://www.pacificretail.com.au), or phone the Beard Papa team on (02) 9817 7592.

### For more information:

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