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Bagels & Brew Opens Third Store in Aliso Viejo
Expanded menu to include small-plate, dinner and dessert options
Pre-opening events to benefit local charities

Lake Forest, Calif. Bagels & Brew, a 15-year-old fast-casual eatery in South Orange County, will open its third store at Aliso Viejo Town Centre's restaurant row on Sept. 20. The store will be the first Bagels & Brew to serve small-plate appetizers, dinner items and a dessert menu. The 3,000-square-foot store will include outdoor seating and extended hours designed to draw movie-goers and others who come to the center for evening entertainment.

Co-proprietor Michelle McKay says Towne Center is a perfect fit for Bagels & Brew because it's already a gathering place for young people, families and singles for shopping, eating and entertainment. Bagels & Brew's other neighborhood café locations in Lake Forest and Mission Viejo draw a similar crowd and have become a gathering place for friends who meet to take a quick break, linger over breakfast (and free coffee refills), or pop in for a healthy lunch while checking email on the free Wi-Fi service.

Bagels & Brew believes in giving back to the community and regularly donates bagels, gift cards and discount coupons for silent auction fundraisers and school recognition awards. To celebrate the grand opening of the Aliso Viejo store, Bagels & Brew will host a series of pre-opening parties to raise funds for local charities. A nominal donation of \$10 per person is requested. The events are:

- Fri., Sept. 17, 10 a.m.-2 p.m. to benefit Orangewood Children's Foundation, an Orange County group dedicated to ending the cycle of child abuse;
- Sat., Sept. 18, 10 a.m.-2 p.m. to benefit Children's Miracle Network, a Salt Lake City-based nonprofit that raises funds for children's hospitals, including those in Orange County and Los Angeles;
- Sun., Sept. 19, 10 a.m.-2 p.m. to benefit the Boys & Girls Club of Aliso Viejo, a branch of the Boys & Girls Clubs of Capistrano Valley.

"We've been very fortunate to be able to build on the success of our first two stores thanks to the support of our loyal customers, and we want to pay that forward in supporting others who benefit the communities we serve," McKay says.

Bagels & Brew also has catering services ideal for a casual corporate meeting or family get-together that features a selection of gourmet wraps and sandwiches along with an array of salad and dessert choices. Breakfast selections range from hearty sunrise sandwiches and breakfast burritos to a light menu of fresh-baked pastries and homemade fruit parfaits.

McKay says the timing is right for the new store, despite the lingering effects of the recession. "In these sluggish economic times, people seem to appreciate the little things in life, like a neighborhood café where they can connect with friends and neighbors," she says. "That's what Bagels & Brew is about."

The new store also will generate about 25 jobs for area residents, McKay says.

Company Profile





Bagels & Brew is a family-owned business created to offer great food, exceptional service and reasonable prices in a neighborhood atmosphere that encourages people to come together. The fast-casual eatery specializes in traditional bagels made on site with fresh ingredients, as well as a variety of other home-style breakfast, lunch, dinner and dessert fare that contribute to its growing reputation as a neighborhood café for any occasion.

Launched in 1994, Bagels & Brew has three locations: Lake Forest, Mission Viejo and the newly opened Aliso Viejo store at Aliso Viejo Town Center. The three stores employ approximately 70 people. Bagels & Brew also offers full-service catering for corporate meetings and events or intimate family gatherings and has a client list of more than 300 local companies. Menu selections include specialty breakfast and lunch items such as hearty breakfast burritos, homemade teriyaki kabobs and chicken picatta.

During the past 15 years, the company has been guided by a core belief that the customer always comes first, because without customers, nothing else matters. Proprietors Bill and Michelle McKay also support local charitable, scholastic and religious groups through charitable outreach programs. Learn more at www.bagelsandbrew.com.