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## ***Smaller Footprint Yields Bigger Returns for San Luis Obispo-based House of Bread Bakery Café***

San Luis Obispo, Calif., December 1, 2009 – For a boutique bakery that sells wholesome, hand-made breads, could a move to a location with a smaller footprint sweeten the deal? Sheila McCann, owner of San Luis Obispo-based [House of Bread Bakery Café](#), has found that it can - and has, as her sales have increased by 15% since downsizing 950 square feet into a new building conveniently located on a major thoroughfare into downtown.

The move, completed this summer, allowed McCann to transform the 13-year-old House of Bread franchise into the House of Bread Bakery Café, now serving customers breakfast and lunch creations combining her unique, wholesome breads with gourmet Boar's Head brand meats and cheeses. "A smaller location has brought about greater efficiency and cost savings for our operation," said McCann. "It felt like a natural next step, given today's marketplace."

McCann hopes the move will inspire her current and future franchise locations to follow the example of the flagship store in terms of efficiency, layout and merchandising. Guests can now take advantage of ample on-site parking to stop by for a quick breakfast to-go, or make use of comfortable patio seating to enjoy gourmet coffee or a high-quality lunch. Enticing pastries and sandwiches are presented in display cases for customers to view before they order. "It's a new way of doing things for us, and it's working," said McCann. "Our customers love it. Our base has not only followed us here – it has increased, while our overhead has gone down."

### **About House of Bread Bakery Café**

Sheila McCann opened the first House of Bread Bakery Café in San Luis Obispo, Calif., in 1996. In 1999, she began a national franchise program that will expand into six states by 2010. All House of Bread Bakery Café recipes rely on fresh, high-quality ingredients, such as the high-



protein wheat berries from Montana that make the signature flour for each House of Bread Bakery Café location. For more information, please visit their website at [www.houseofbread.com](http://www.houseofbread.com).

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