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ATLANTA-BASED ATLANTA BREAD LAUNCHES NEW MENU, LOOK AND FEEL
Peachtree City Location First to Launch System-Wide Brand Revitalization

WHAT: On Thursday, March 3, at 2 pm. Atlanta Bread is launching a major brand revitalization, building on its heritage, designed to distinguish Atlanta Bread from other fast casual restaurants through its new, every-day healthy menu, comfortable and welcoming store design.

The new menu items are designed to inspire the palette through fresh and clean ingredients and new flavors from around the world. Customers who love Atlanta Bread can enjoy the items they've always known, while exploring new additions to the menu that will roll out over the year

The Peachtree City Atlanta Bread is locally owned and operated with deep roots in the city and a champion of the local community. As part of revitalizing the brand, we are hosting a "Treasure Your Community" week - giving 10% of sales (from February 25 – March 2, 2016) to Piedmont Fayette Hospital Auxiliary.

In addition, the Peachtree City Atlanta Bread will present a Community Art Wall featuring local high school student's artwork. Also, artist Ted Strand donated a new piece that highlights local Peachtree City landmarks.

WHEN: Thursday, March 3, 2016
2:00 pm - 3:00 pm

- Remarks by local officials, Atlanta Bread executives, check presentation to Piedmont Fayette Hospital Auxiliary and chef food demonstration

WHERE: Atlanta Bread (In The Avenue)
401 City Circle
Peachtree City, GA, 30269

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About Atlanta Bread

The company began franchising in 1995 and today has restaurants from Colorado to Georgia and New Jersey. Locations can be found at <http://atlantabread.com/locations/> or on Facebook or Twitter.

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