

## **HOUSE OF BREAD IS ROLLING IN DOUGH**

### ***Two House of Bread Franchise Locations Compete to Bake The World's Largest Cinnamon Roll***

SAN LUIS OBISPO, Calif., November 16, 2004 – Imagine a cinnamon roll the size of a Volkswagen, dripping with butter, cinnamon and sugar. House of Bread Franchising, a national franchise of specialty bakeries, is getting ready to treat two communities to a cross-country bakery battle on Nov. 20.

The newly opened Mill Creek, WA and St. Paul, MN bakeries are set to hold the first contest of its kind, a bake-off to create world's largest cinnamon roll. Staff at the two locations will spend the early morning hours kneading, rolling, and baking the delicious concoctions, each hoping to tip the scales between 70 and 80 pounds. It is expected that the rolls will approach six feet in diameter.

The contest is being held to kick off both locations' grand opening events. Citizens of St. Paul and Mill Creek are encouraged to visit the bakeries to view the spectacle, and of course, enjoy a complimentary slice of the enormous rolls.

“Cinnamon rolls are one of our signature products, so this contest is a perfect way for House of Bread to make a debut in each of these communities,” says Sheila McCann, founder of House of Bread Franchising. “Previous House of Bread openings have featured a singular attempt to bake the world's largest cinnamon roll, but this is the first time two stores have gone head-to-head in competition. It has created a buzz throughout our company and in the two lucky communities.”

In addition to the cinnamon roll contest, each location is featuring grand opening entertainment as well as special pricing and product giveaways.

The Mill Creek, WA location is 15224 Main Street, Suite 105, Mill Creek, WA 98012. For information about the Nov. 20 event in Washington, contact Wayne or Anita Warren, at (425) 385-8553.

The St. Paul, MN location is 1053 Grand Ave., St. Paul, MN 55101. For additional information about the St. Paul location's grand opening event, contact Clark Liu at (612) 940-9608.

**About House of Bread**

Sheila McCann opened the first House of Bread in San Luis Obispo, Calif., in 1996. In 1999, she began a national franchise program that will expand into 11 states by the end of 2004. All House of Bread recipes rely on fresh, high-quality ingredients, such as the high-protein wheat berries from Montana that are ground into flour daily at each House of Bread location. For more information, go to [www.houseofbread.com](http://www.houseofbread.com).