



CHOCOLATE BAKERY & COFFEE®

MAX BRENNER FOUNDER STARTS A NEW CHOCOLATE & COFFEE LOVE AFFAIR ON THE UPPER EAST SIDE

New York, NY – The Upper East Side will get a little sweeter this winter when Oded Brenner, the bald head and founder of Max Brenner, Chocolate by the Bald Man, opens his new venture Little Brown Chocolate Bakery & Coffee at 1269 Lexington Avenue at 85th Street. The first of its kind, Little Brown is a destination honoring the chocolate and coffee love affair for those on the go and is there to satisfy their daily chocolate and coffee desires.

THE BALD GUY FINDS HIS NEW COFFEE SWEET SPOT: LITTLE BROWN CHOCOLATE BAKERY & COFFEE OPENS ON LEXINGTON AND 85TH STREET

Recognizing the centuries-old gourmet and classic pairing between coffee and chocolate, Little Brown Chocolate Bakery & Coffee (www.ourlittlebrown.com) celebrates this harmonious and sensual relationship in a cozy 800-sq. ft. 25-seat coffee shop and bakery. Patrons will dabble in fair trade organic coffees, decadent hot and cold chocolate beverages and the freshest daily baked-on-the-spot chocolate pastries and savory treats. Coffee and chocolate lovers alike will delight in Brenner's "good sins for the body and soul."

"Opening a place like Little Brown Chocolate Bakery & Coffee has always been a dream of mine," says Brenner. "I have dreamt about a place that offers all the chocolate icons with fresh brewed dark roasted high quality coffee - a match that is like no other. The question kept bugging me as to why there isn't a place that celebrates this couple. So I decided to create Little Brown which will be dedicated to us all proud chocolate and coffee lovers and will tell the most beautiful brown love story on earth".

Some of the fresh "sins" that will keep people coming back day after day include Brenner's trademarked unexpected take on chocolate and pastries such as the chocolate waffles, black and



white cookies made from chocolate and vanilla cream or the iconic NYC soft salted pretzel covered in hardened chocolate. Savory items include warm toasted Paninis, quiches, stuffed croissants and salads. For those looking for low-calorie treats, Little Brown offers one-of-a-kind healthy alternatives that turns indulgences into a health virtue for the mind and include the 100-calorie skinny sugar-free non-fat hot chocolate, skinny sugar-free non-fat chocolate vanilla milkshakes, non-fat Greek yogurt parfaits, and mini-bite 100-calorie cupcakes to name a few. Grab and go soul-satisfying beverages include caramel milk chocolate, pecan milk chocolate frappes or the Nutella cream chocolate milkshake. A variety of hot chocolate drinks include homemade marshmallows, 70% dark, peanut butter, Nutella cream and sea salt caramel. For those not shy, up your ante with a “chocolate rush” – a drizzle of pure chocolate on top of any hot or cold beverage.

Coffee purists seeking the best “Joe” in town will love Little Brown’s Organic Dark Brown Mocha Original Blend in Americano, Latte, Espresso, Macchiato or Cappuccino styles in small, double and giant sizes. Low-calorie favorites include skinny non-fat sugar-free mocha and cappuccino frappe, both around 100 calories. Not to be overshadowed are the True Moccas made from real chocolate cream and espresso offered in intense 70% dark, creamy milk and velvety white options and Little Brown’s signature coffee treats of Nutella latte, whipped vanilla cream cappuccino and the chocolate truffle macchiato.

Whether popping in for a quick fix or a longer indulgent stop, guests at Little Brown will be welcomed by the warm wood plank floors and wooden ceiling beams highlighted by the traditional bakery counter, large brushed stainless light fixtures and an oversized image of Little Brown’s signature chocolate bar and bean caricatures.

And for those who want to gift the Little Brown experience or indulge a sweet tooth at home, Brenner has created a retail collection of chocolates, Belgian made bon-bons, petit fours and truffles packaged in whimsical, vintage-inspired keepsake tins priced from \$6.99-\$29.99 and available exclusively at Little Brown Chocolate Bakery & Coffee.

Little Brown Chocolate Bakery & Coffee is latest brainchild of Oded Brenner, the genius behind Max Brenner, Chocolate by the Bald Man restaurant found in 31 locations around the world. With this new venture, Brenner caters to coffee and chocolate lovers on the go.



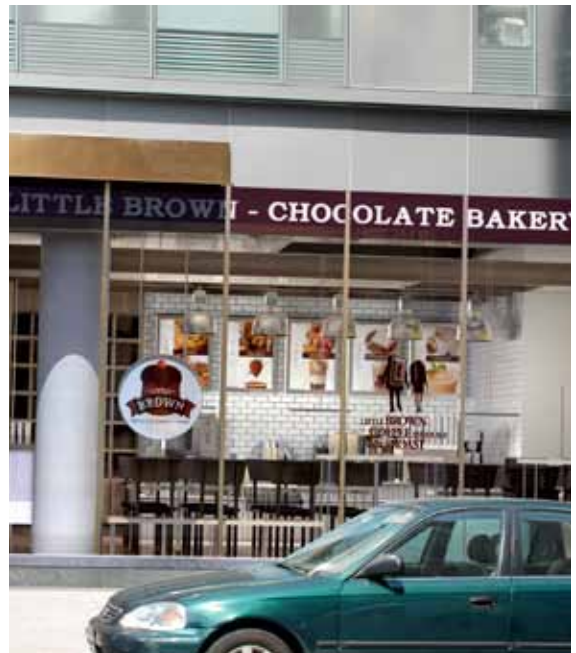


little brown

The love affair of coffee and chocolate

is one of the most enduring tales dating back almost four centuries.

So how can it be that there is no place that celebrates the harmonious and sensual relationship between these two beans?



Coffee

“I wanted to choose a special coffee blend that will be our coffee. The Mocha bean was such a natural choice for me as it is the bean that naturally celebrates the ultimate flavors duet of coffee and chocolate.

The **“Dark Brown Original Mocha Blend”** with its bold roast retains the basic chocolaty and coffee taste profile of the Mocha bean characteristics while balanced delicately with other beans to obtain a fabulous coffee drink.

“Little Brown chose Kobricks coffee, a certified organic, family owned NYC original plant of four generations that “keeps the tradition of craft style roasting alive” as our unique coffee roaster. www.kobricks.com”

With our La Marzocco fb/80 espresso machine and coffee artists behind the bar I believe that we can truly say that each cup you drink is our very unique **Hand Made Coffee**”


LITTLE BROWN
COFFEE SERIOUSLY
BROWN ROAST



Chocolate

“**Chocolate now.** Right now!!

Without the need to wait. On the go, quick, just there to satisfy the desire that is slowly becoming you. And now when you have it, sit down, enjoy, let the rare moment of pleasure disconnect you from everything around you. This Little Brown moment is here to embrace you with the ultimate break. Now it's just you....

All chocolate icons displayed one near the other for you: creamy hot chocolate winter drink, icy banana truffle summer day milkshake, sweet healthy chocolate chunks and raw nut oatmeal breakfast, strawberry fondue dessert, or maybe just the most beautiful bonbons tin to take home for sharing Simple love for chocolate, straightforward, naked from all efforts to impress. Honest, just letting all the magic that in it speaks for itself.”



just a little brown
smile



Menu

a little **BROWN BITE**

“**FRESH**- isn't it the basic recipe for irresistible taste and quality??... fresh ground coffee, daily supply of market fruits, baked butter pastries on the spot.
Healthy- do we want to eat different than that??... natural, yogurt parfait, high cocoa percentage, lots of fruits and honey and nuts but with a chocolate twist. Healthy not only for the body, but for the soul as well. Legally addictive. Sweet wellness.”



70% dark chocolate
greek yogurt and
granola parfait

Organic dark brown roast blend

Cappuccino
Latte
Americano
Espresso
Macchiato

True Moccas

Intense 70% dark
Creamy milk
Velvety white

Special coffee treats

Dulce de leche coffee
Nutella latte
Whipped vanilla cream cappuccino
Chocolate truffle macchiato

Iced coffee & frappes

Iced coffee
Condensed milk iced coffee
Cappuccino frappe
True Mocca frappe
Nutella latte frappe
whipped cream, coffee syrup/sugar free, soy milk

Fresh fruit & yogurt drinks

Lemon mint granite
Mango coconut water frappe
Tart plain yogurt granite
Banana strawberry smoothie

The healthy choice

Skinny non fat sugar free mocca
(110 calories per 12oz)

Skinny non fat sugar free
cappuccino frappe (62 calories per 12oz)

Skinny non fat sugar free
mocca frappe (105 calories per 12oz)

Skinny non fat sugar free
yogurt smoothie (115 calories per 12oz)

Sugar free syrup: strawberry banana, caramel,
hazelnut, non fat sugar free whipped cream



COFFEE ETC.



Hot chocolate

The 70% dark

The milk

The white

Nutella cream

Peanut butter

Sea salt caramel

Spicy chili

White chocolate apple cinnamon

Handmade marshmallow

whipped cream, syrup: mint, pecan, hazelnut, coconut, butterscotch, banana.

Chocolate granite & milkshakes

Iced chocolate milk

Pure chocolate granite

Sticky caramel milk chocolate frappe

Banana milk chocolate

Pecan milk chocolate frappe

Strawberry white chocolate smoothie

Nutella cream chocolate milkshake

Peanut butter truffle milkshake

Cookies & cream white chocolate milkshake

Organic Tea Story™ beverages

Green tea

Black tea

Chai

White chocolate vanilla chai

Iced tea

Milk tea granite

The healthy choice

Skinny sugar free non fat
hot chocolate (120 calories per 12oz)

Skinny sugar free non fat
chocolate frappe (105 calories per 12oz)

Skinny sugar free non fat chocolate
vanilla milkshake (105 calories per 12oz)

Sugar free syrup: banana, coconut, caramel,
non fat sugar free whipped cream



CHOCOLATE DRINKS



Pastries

Chocolate pillows

Croissants

Muffins

Scones

Bars

Chocolate cream soft pretzel

Black and white chocolate flat bread

Black and white chocolate cream cookie

Savory

Sandwiches

Warm toasted paninis

Quiches

Filled croissants

Salads

The healthy choice

Mini pastries (100 calorie bites)

Light fat free quiche (220 calories per serving 5.5oz)

Vegetable hummus /

Greek tzatziku yogurt dip



BAKERY



All Day Healthy Breakfast

Pancake bites with Vermont maple syrup
or raw honey drizzle:

Banana energy boost

Strawberries C

Add crunchy maple nut mix, mini chocolate
malt balls, whipped cream

Greek Yogurt & home style granola

70% dark chocolate yogurt granola

Oatmeal chocolate chunk,
nuts & sea salt caramel

Bagels:

plain
cream cheese
nutella

Breakfast ham & cheese frittata croissant

workout fruit & Acai shake

Chocolate 70% energy drink



BREAKFAST



Comfort chocolate drizzled waffle:

(substitute chocolate with Vermont maple syrup or raw honey)

Plain (one or two)

Bananas

Strawberries

Apple cinnamon

Add crunchy maple nut mix
mini chocolate malt balls, whipped cream

Little Brown- pure chocolate/cheese cake filling

Fondue- strawberries, bananas, marshmallows

Yogurt & chocolate parfaits

Cupcakes

Homemade cakes

Extra pure melted chocolate , whipped cream



DESSERTS

The healthy choice

Non fat sugar free Greek yogurt
parfaits (140 calories per 8oz)

Mini bite cupcake (100 calorie)

Gluten free double stuffed
chocolate mini cake (100 calorie)

Sugar free syrup: banana, coconut, caramel,
non fat sugar free whipped cream



GOOD SINS™

for body & soul



100 calories snacks and healthy menu choices

“I’m crazy about food. It is the ultimate feast for the senses. It never bores me. It simply makes me happy!! Everybody talks about healthy food. **Low calories, low sodium, organic, gluten free:** overall functional food for the body. At times it seems that we are turning the old fashioned style of food into a threat. The food that its ultimate virtue is to indulge us to the max and feed our soul. Can we completely deny it? Isn’t the happiness that those classic recipes arouse deeply inside of us are sometimes the most effective cures? I wanted little brown to bridge between the very healthy conscious of our days and the joy of the uncompromising tasty recipes of the past. “Good sins” and little brown’s “healthy choice menu” are devoted to body & soul alike”

Good sins

100 calorie snack versions of tempting treats

The healthy choice menu

Little Brown alternative menu with 100 calorie mini bites, gluten free sweet options and skinny chocolate and coffee beverages.



non fat yogurt pomegranate
140 calories



skinny chocolate frappe
105 calories
and mini bite muffin
100 calories



Dark chocolate
Bar with Puff cereal
92 calories



Skim milk chocolate
Bar with Puff cereal
92 calories



Granola mixed
fruits & Yogurt bar
99 calories



60% Dark chocolate
covered granola & Nut bar
99 calories

Little Brown's Gift Corner

Chocolate novelties, premium coffee, teas & accessories



Oded Brenner, internationally recognized chocolate visionary and founder of Max Brenner, Chocolate by the Bald Man, has been creating confectionary wonders and chocolate revolutions for the past two decades since debuting his first shop in Israel in the mid-1990s.

Always a forward thinker and ahead of the curve, Oded Brenner is creating a new adventure by entering into the coffee retail market with the fascinating first-ever “on the go” coffee and chocolate concept that is telling the centuries old love story between coffee and chocolate – the two most sensual and addictive beans in the world: Little Brown Chocolate Bakery & Coffee. Set to open this winter Little Brown will be situated on Manhattan’s Upper East Side and feature a broad range of pastries, coffees, and chocolate drinks in a fun and funky environment that caters to New Yorkers grab and go lifestyle. Like every Brenner project it will feature his signature whimsical design aesthetic.

Brenner, 42, known by chocolate lovers around the world from Israel, Asia to Australia as the bald man, realized his ultimate chocolate dream in 2006 when his first United States location of Max Brenner, Chocolate by the Bald Man opened in Manhattan’s Union Square.

From an early age, Brenner possessed an entrepreneurial spirit, leaving Israel at 22 to pursue his passion for chocolate making. He apprenticed throughout Europe, working alongside renowned pastry and chocolate experts such as George Maushagen in Germany and famous Parisian purveyors of sweets including Fauchon and chocolatier Michelle Chaudun.

This world-class education gave Brenner the hands-on artistry of chocolate making. While in Paris, Brenner’s twin loves of aesthetics and contemporary branding design were also awakened when he encountered the designs of Thierry Mugler and Jean Paul Gaultier the two leading French fashion visionaries of the time, who greatly influenced his personal style.



Oded Brenner

**ENTREPRENEUR,
BRANDING VISIONARY,
CHOCOLATE PIONEER
LAUNCHES
LITTLE BROWN
CHOCOLATE BAKERY
& COFFEE**



Brenner took his European culinary knowledge back to his native Israel where he opened a small chocolate shop. It was here that he began to expose people to the wild side of cocoa and lay the groundwork for his future in chocolate. From the beginning he recognized that the chocolate experience was an emotional one for people, achieved as much through creative presentation and personal experience as through taste. He created a shop like a fashion designer's atelier; he made the experience interactive by sprinkling chocolate in people's hands and offering tastes of chocolate from huge slabs. Shortly thereafter Brenner opened ten stores in Israel with the first Max Brenner, Chocolate by the Bald Man opening in Sydney in 2000.

Fast forward to 2006, Brenner opens his first American location of Max Brenner, Chocolate by the Bald Man, a milestone in his career. Today there are 35 locations worldwide and three in the United States (New York, Philadelphia, Las Vegas), the fourth to open in Boston in early 2011.

As founder and most recognizably the face of the Max Brenner empire, people naturally began referring to Oded as "Max." In Brenner's first year of business he had a partner named Max and together they decided on naming their business a hybrid of the two. Today the original Max is no longer affiliated with the brand, but people still call Oded "Max" since his face is the logo and Max Brenner, Chocolate by the Bald Man is his very personal and dominate creation.

Oded Brenner has earned his reputation as much in cutting-edge marketing, branding, product and creative design as in his world-class chocolate cuisine restaurants. Brenner recently added a chocolate cookbook to his repertoire and when he is not cooking up sweets he spends his time with his wife and young daughter in Manhattan.

