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Bread Is Back!

BLIMPIE® Adds Three New Panini-Grilled Ciabatta Sandwiches To Artisan Bread Line-Up

ATLANTA (March 23, 2005) – The low-carb frenzy is settling to a steady simmer, and bread is back as a staple of the American diet. Delicious Ciabatta bread will join the extensive fresh-baked bread collection at BLIMPIE on April 1 as the foundation for three exclusive Italian-themed sandwiches served hot off the category-exclusive panini grill. This gourmet artisan bread supports the current BLIMPIE branding effort, which is transforming BLIMPIE from its heritage as a traditional neighborhood sub shop to a more consumer-driven, contemporary deli.

From the Grain Foods Foundation to the National Bread Leadership Council, those who promote the loaf are proclaiming that “carb” is no longer a dirty word. And hungry people looking for healthy, convenient meal options are in luck because BLIMPIE has seven different kinds of bread, all baked fresh daily in BLIMPIE restaurants. Backed by the new U.S. Department of Agriculture guidelines recommending three to four servings of bread and grains a day, campaigns are launching nationwide to remind Americans how much they’ve missed their rolls, baguettes, biscuits and, of course, sandwiches!

The delicious BLIMPIE Ciabatta bread has a wonderful consistency when panini grilled. The outside is chewy and flaky, while the savory inside is soft, light and fluffy because the porous dough retains moisture. The bread is characterized by these pores, created when the high-moisture dough stretches. Italians named the oval loaf Ciabatta, which means “slipper,” because of its shape.

The new grilled Ciabatta sandwiches will heat up nearly 1,600 BLIMPIE restaurants nationwide starting April 1. This savory new collection of Italian-themed sandwiches is built with deli-quality ingredients like cappacola, roasted red peppers, provolone cheese and oven-roasted turkey, but the real star is the new Ciabatta bread.

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Only at BLIMPIE can these Ciabatta sandwiches be served hot off its category-exclusive panini grill. Consumers could spend three to five dollars more for such savory, high-end sandwiches, but BLIMPIE provides fast-casual quality at quick-service prices.

- *Turkey Italiano* - Cappacola and provolone give fresh-sliced, oven-roasted turkey an Italian twist. Served panini grilled with roasted red peppers and topped with brown mustard.
- *The Sicilian* - An Italian classic featuring slow-cured ham, salami, prosciuttini, provolone and roasted red peppers topped with creamy Italian sauce and served panini grilled.
- *Grilled Chicken Caesar* - Grilled all white meat chicken strips smothered with four cheese blends along with vine-ripened tomatoes and creamy Caesar sauce; then panini grilled to lock in the flavor.

In addition to the new Ciabatta, BLIMPIE has seven delicious flavors of bread to build the perfect BLIMPIE sub sandwich. Flavors like zesty parmesan, cheddar jalapeño, marble rye and honey oat are fresh-baked daily as are staples like hearty wheat and Italian white. Also available for those who have found weight-loss success counting net carbohydrates is the exclusive BLIMPIE Carb Counter™ bread.

The unique BLIMPIE twist on a classic deli menu appeals to the variety of palates and nutritional needs of today's consumer. In addition to panini-grilled sandwiches, BLIMPIE restaurants now feature Gardenburger® vegetarian patties, low-carb bread and premium, freshly sliced Dietz & Watson meats. Additionally, BLIMPIE uses only trusted, well-known suppliers including Frito-Lay™, Pepsi®, Pillsbury®, StarKist®, Tyson®, House of Raeford® and T. Marzetti's®.

About BLIMPIE®: Headquartered in Atlanta, Blimpie International, Inc. is a global franchisor of several branded quick-service concepts including BLIMPIE®, the company's core brand. BLIMPIE serves fresh, contemporary-deli style sandwiches, soups and salads with Real. Fresh. Taste.™ Founded in 1964, BLIMPIE has grown to nearly 1,600 franchised restaurants across the U.S. and the company is actively seeking new franchisees for available territories. For more information on BLIMPIE, visit www.blimpie.com.

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