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FINALE ANNOUNCES FOURTH LOCATION TO OPEN SEPTEMBER 2007 IN NATICK COLLECTION MALL

BOSTON—President and co-founder Paul Conforti announced today that Finale will open its fourth location in Natick, Massachusetts, in the new extension of the Natick Mall (now called the Natick Collection).

“We are delighted to bring Finale’s sensational dessert experiences to the Town of Natick. This is the first Finale to be located in a mall. We expect that doing well in a mall setting will really open up our expansion opportunities going forward,” explains Conforti.

Guests can expect the same award-winning Plated Dessert Menu, with signature demonstration mirrors overhead in the Desserterie. And the carryout Finale Bakery offerings will also be the same—featuring fine cakes, pastries, cookies and other sweets for celebrations at home.

“In this location, we expect our carryout Bakery business to be particularly strong, given the residential suburban location,” proclaims Executive Pastry Chef Nicole Coady.

While the new Finale will remain focused on dessert, the non-dessert fare will include gourmet sandwiches, salads, soups, flat bread pizzas and other items such as a cheese plate for two and antipasto.

“We look forward to providing the community with a late-night place to go after dinner or after the movies—something that is not easy to find in the suburbs,” says Director of Operations, Stefanie Lawson.

Finale in Natick will have the same warm and welcoming look and feel as the other Finale locations. It will be located near Nordstrom’s and P.F. Chang’s China Bistro.

About Finale Dessert Company: U.S. News & World Report has credited Finale with being the trendsetter in starting the dessert-focused restaurant concept, now springing up around the country. Technomic, Inc. the industry’s foremost expert in restaurant trends, named Finale to their top 100 list of Emerging Chains for 2006. Finale is a leading branded specialty restaurant featuring fine plated desserts, including the company’s signature Molten Chocolate Cake. Finale Dessert Company currently operates three locations: Park Plaza in Boston, Harvard Square in Cambridge and Coolidge Corner in Brookline.

finale
We create sensational dessert experiences.®
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High resolution photography available: people, plated desserts, carryout desserts, architectural interiors