

**FOR IMMEDIATE RELEASE
SEPTEMBER 2007**

**CONTACT: KIM MOORE, 617.797.7233
OR KIM@FINALEDESSERTS.COM**

TECHNOMIC NAMES FINALE DESSERTERIE TO TOP 100 EMERGING CHAINS

BOSTON—Boston-based Finale Desserterie & Bakery was recently named to Technomic's Top 100 list of Emerging Chains.

"Finale Desserterie & Bakery, a leader in fine-dining dessert, is winning with a commitment to quality ingredients and sophisticated presentation. We believe the Finale concept offers the guest a new place to go late at night, in a way that traditional restaurants do not," explains Darren Tristano, Executive Vice President of Technomic Inc., the leading research and consulting firm serving the food industry.

Finale currently has plans to open more locations in the New England region and beyond.

"We're very excited about the number and quality of real estate opportunities in front of us right now. In eighteen months we will likely have twice as many Desserteries open as we do today," says Paul Conforti, Finale President & Co-founder.

About Finale Dessert Company: Finale is a leading branded specialty restaurant featuring fine plated desserts, including the company's signature Molten Chocolate Cake. Finale Dessert Company currently operates four locations in Massachusetts: Park Plaza in Boston, Harvard Square in Cambridge, Coolidge Corner in Brookline and Natick Collection Mall in Natick.

finale
We create sensational dessert experiences.®
www.finaledesserts.com



High resolution photography available: people, plated desserts, carryout desserts, architectural interiors