

Beat: Business

## **LE DUFF AMERICA Names First U.S.-Based President Of BRIOCHE DOREE**

### **iconic French Bakery-cafe Brand**

PARIS - DALLAS, 24.08.2017, 08:27 Time

**USPA NEWS** - Le Duff America, the Dallas-based subsidiary of Global French Bakery-cafe Powerhouse Groupe Le Duff, has named Julie Hauser-Blanner as its first U.S.-based president to lead the U.S. launch of Brioche Doree, the World's leading French-style Fast Food Brand....

Le Duff America, the Dallas-based subsidiary of Global French Bakery-cafe Powerhouse Groupe Le Duff, has named Julie Hauser-Blanner as its first U.S.-based president to lead the U.S. launch of Brioche Doree, the World's leading French-style Fast Food Brand. Hauser-Blanner, a Restaurant Industry Veteran with more than 20 years of Operations Experience, held multiple Leadership roles at Bloomin' Brands, including Vice President of Global Operations at Outback Steakhouse and Regional Vice President at Bonefish Grill. She most recently led the Food Service Business at Bass Pro Shops.

Brioche Doree, founded in 1976 by Louis Le Duff in Brest, France, offers uniquely Parisian-style and Urban French Cuisine, with Freshly Baked Breads and Pastries and Housemade Sandwiches, Soups and more. With more than 500 International Locations, it serves more than 300,000 Guests daily.

The Company, which has a Handful of Small-format, Franchised Brioche Doree Airport Locations in several American States, plans to open three to six Full-size Corporate Brioche Doree Locations in two Urban Markets in order to develop a U.S. Brand Identity. It will then launch a Franchising Initiative to expand the Brand, following Groupe Le Duff's International Model.

Source : Le Duff America Inc.

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### **Article online:**

<https://www.uspa24.com/bericht-11799/le-duff-america-names-first-us-based-president-of-brioche-doree.html>

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