



au bon pain

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Summary: Au Bon Pain held the grand opening of its new cafe on Na Phra Lan Road. In this event, Nadim Salhani, Managing Director of ABP Cafe(Thailand) Co.,Ltd., explained that Au Bon Pain's Na Phra Lan Branch is set to become a meeting place amidst historical sites, the distinctive bakery-cafe offers customers a peek into old architecture, colonial interior design, art and history, while they enjoy nutritious and quality food and beverages.

He added that this year Au Bon Pain will strengthen its position and maintain the high standards of each branch, while watching the growth potential in the long term. Au Bon Pain expects a growth of 10% in total sales for 2009, and plans to open 4 new branches with a budget of Baht 4-6M each.

Note: The article is based on "Au Bon Pain, WE LOVE BKK" event, organized by Francom Asia.





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