

**FOR IMMEDIATE RELEASE**

**MAX BRENNER OPENS FIRST FLAGSHIP CHOCOLATE BAR IN JAPAN**

*Global chocolate brand expands into new market with opening of Max Brenner Chocolate Bar in the fashionable Omotesando Hills neighborhood of Tokyo*

**NEW YORK, NY (December 9, 2013)** – Max Brenner International, the worldwide Chocolate Bar brand based in New York City, announced the opening of its Max Brenner Chocolate Bar in Japan on November 30<sup>th</sup>. The brand’s newest location is located in the fashionable Omotesando Hills section of Tokyo and will be followed next month by a second location adjacent to the city’s famous Tokyo Skytree, the tallest tower in the world. Both locations are part of a franchise agreement with Transit General Office, Inc., a Tokyo-based company that owns, develops and operates specialty restaurants and cafes as well as office, hotel, and other commercial food and beverage facilities.

The opening of a Chocolate Bar in Tokyo is part of a strategic global expansion plan for Max Brenner, which also has upcoming openings in Russia and United States and a focus on other locations in Asia, Europe and North America.

“This is an exciting time for the Max Brenner brand – we are committed to creating a new chocolate culture and providing a one-of-a-kind chocolate experience across the world,” said Sam Borgese, CEO of Max Brenner International. “Expanding into Japan is a great next step for the brand and we are pleased to have Transit General Office as great partners to help us.”

Max Brenner pushes the boundaries of how chocolate is enjoyed and makes it a full sensory experience for its consumers. The Omotesando Hills’ location includes a Chocolate Bar serving the brand’s signature items – including hot chocolate in a Hug Mug, icy Choctails, Chocolate Chunks Pizza and Chocolate Fondue – as well as a retail shop stocked with unique gift sets and Max Brenner’s famous bonbons.

“We are thrilled to be a part of the global expansion happening across Max Brenner,” said Sadahiro Nakamura, CEO of Transit General Office, Inc. “Finding innovative companies that will enhance our portfolio of specialty restaurants, cafes and retail shops is a goal of Transit and we passionately believe in Max Brenner and its unique chocolate philosophy.”

The Max Brenner location opened with great fanfare on November 30<sup>th</sup>, just in time for the holiday season with hundreds of customers waiting in line and more than 800 served throughout the day.

**ABOUT MAX BRENNER**

Max Brenner is creating a new chocolate culture worldwide, one that allows people to experience chocolate in a way they've always imagined. Known for its unique chocolate concepts and playful presentation, Max Brenner has become the optimal experience of indulgence.

Headquartered in New York City, Max Brenner operates four chocolate bar restaurants in Boston, Las Vegas, Philadelphia and New York City, as well as more than 40 Chocolate Bars internationally. For more information, please visit [www.maxbrenner.com](http://www.maxbrenner.com) or connect with us at [www.facebook.com/maxbrennerusa](https://www.facebook.com/maxbrennerusa).

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