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## **Another Broken Egg Café Expands into South Florida Growing The Company Eightfold In The State**

Destin, Florida, (November 6, 2013) — President/CEO and Founder Ron Green of Another Broken Egg Cafe (ABEC) is pleased to announce the signing of a 40-store development agreement for South Florida with Double R Restaurant Group, ABEC's largest franchisee. The expansion will cover the state from south of Orlando to Key West, Florida and along both coasts, bringing 1,200 new jobs to the region. This agreement also includes Double R's purchase of Broken Egg Café in Siesta Key and Lakewood Ranch.

Six to eight restaurants are forecasted to open per year, with a strong focus from Tampa to Naples. This takes ABEC from its current six restaurants, throughout the Florida Panhandle, to 30 restaurants in the state in just three years, including the 10-unit expansion announced in August, 2013 for Central and North Florida.

“This initiative is a part of ABEC's strategy to have over 100 restaurants in operation by the end of 2017,” states Vice President of Brand Development Nick Binnings. “ABEC has done extremely well in the Florida Panhandle and with the new development of Orlando and Jacksonville; this will tie the entire state together. We are currently negotiating leases in Tampa, Sarasota, Naples and the East Coast of Florida.”

“We are very excited about expanding ABEC into South Florida,” states Double R Restaurant Group Chief Operating Officer, Stuart Ottinger. “ABEC is a phenomenal concept and South Florida possesses a lot of opportunity for growth. We are eager to get into this market and aggressively open stores to become the standard for quality breakfast, brunch and lunch.”

**Double R Restaurant Group** is based in Lafayette, LA and is dedicated to opening restaurants that represent value, with a focus on fresh and comforting food. Double R operates multiple concepts and the company currently has 11 ABEC units operating in Georgia, South Carolina, North Carolina and Louisiana with 6 units under construction to open early 2014. Each new ABEC creates approximately 30 new jobs in the community. Double R is currently searching for qualified candidates in all regions to join their experienced team. Please visit <http://dblrestaurants.com/>.

**Another Broken Egg Café** is an award-winning restaurant with 28 operating units to date. Ron Green founded the first ABE Café in 1996 on Girod Street in Old Mandeville, Louisiana. It serves from 7 A.M. through 2 P.M. seven days a week, closing only on Thanksgiving and Christmas. The restaurant offers 90 different menu choices including six varieties of Eggs Benedict and an array of specialty items such as biscuit beignets, blackberry grits, sweet potato pancakes, shrimp & grits, gluten free & vegan friendly selections; along with savory crab cakes, salmon, shrimp & lobster choices. For more information about restaurant locations, the history of ABEC and complete menus please visit [www.anotherbrokenegg.com](http://www.anotherbrokenegg.com).