



The Journal

Seasons Greetings



Modern Milan Express

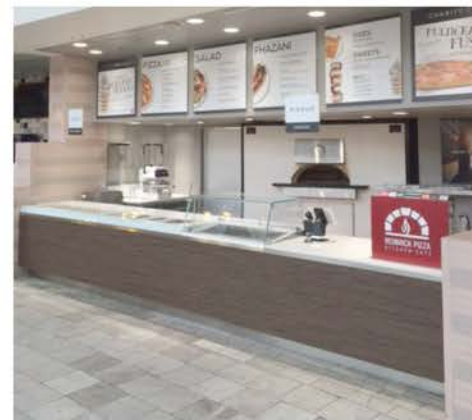
Red Brick Pizza's new design by 28NPG group

December 4, 2014; Open Flame Artisan Pizza RedBrick Pizza, the fast-casual restaurant serving gourmet artisan pizza baked to perfection in just 3 minutes in a 1000°F open flame terra cotta oven, and featuring Italian flatbread sandwiches known as Fhazani®, fresh chopped salads, and all natural gelato, today announced its first Missouri restaurant will open this holiday season at Northpark Mall in Joplin. This new location is the first of several restaurants be developed over the next three years starting with a St. Louis location opening in early 2015.

This new modern design was the brainchild of Mr. Jim Minidis the original founder of RedBrick Pizza and the president of today's 28NPG, a design firm for food chain establishments wishing to improve their current design or add a touch of European flare.

This new eclectic look blending "Modern" and "Classic Italian" design for RedBrick Pizza Kitchen + Cafe, showcasing the restaurant's open-flame brick oven with elegant wood paneling and touches of classic Italian architecture.

"Joplin is the perfect city for us to introduce RedBrick Pizza to Missouri pizza fanatics," said Chris Pfau, COO of RedBrick Pizza. "With a diverse community of pizza lovers continually searching for a higher quality pizza, Joplin offers us the opportunity to show everyone what RedBrick Pizza has to offer. We use the highest quality better for you ingredients, organic sauce, made from scratch dough, combining brick oven tradition with new world recipes."



Oscartek built counter system designed by 28 NPG



The Northpark Mall location is a corporate-owned site for the franchisor and is immediately available for sale to franchise prospects with restaurant experience who are interested in opening future outlets.

"We see an increasing demand for healthy eating options. By offering RedBrick Pizza customers gluten-free pizza options, fresh ingredients and no butter in the house, our pizzas are poised to become a fan favorite in this continually growing consumer market," added Pfau.

RedBrick is one of five franchise concepts owned by BRIX Holdings, LLC, which specializes in supporting and growing restaurant franchises that cater to healthy eating trends and with strong potential to expand. The company is best-known for the award-winning Red Mango® Cafe & Juice Bar and Smoothie Factory® Juice Bar chains.

More information on the RedBrick Pizza franchise program can be found at www.redbrickpizzafranchise.info

About RedBrick Pizza

RedBrick Pizza is an industry pioneer serving fresh, fire-roasted gourmet pizzas, Italian flatbread sandwiches known as Fhazani®, tossed salads and all natural Italian gelato all made with only premium ingredients. Named one of The Future 50 fastest growing emerging chains in America by Restaurant Business 2007, RedBrick Pizza combines century old Italian tradition with new world recipes to create high-quality, made-to-order menu items. The custom brick oven at RedBrick Pizza locations sears pizza at 1000°. Using only all natural cheeses, meats, premium gourmet toppings and hand-crafted dough made with olive oil, RedBrick Pizza offers healthier menu options that everyone can enjoy. The Company was founded by Mr. Jim Minidis in 1996.

More information about RedBrick Pizza is available at www.redbrickpizza.com. Visit RedBrick on Facebook at www.facebook.com/RedBrickPizza or on Twitter at www.twitter.com/redbrickpizza. Franchising information is available at www.redbrickpizzafranchise.info or 1(877) 457-8145.

About BRIX Holdings, LLC

BRIX Holdings, LLC is a Dallas-based multi brand franchising company specializing in chains with superior products and attractive growth prospects. BRIX Holdings focuses on brands that are both attractive to the rapidly expanding single-unit owner/operator franchise market segment and have the potential to grow into national and international award-winning chains. The current BRIX Holdings portfolio includes the Red Mango Cafe, Smoothie Factory Juice Bar, RedBrick Pizza, Greenz® and Souper Salad® chains.

World's tallest chocolate tower on display at Dubai airport

DUBAI, December 3, 2014; It stands more than 44 feet tall, weighs almost five tones and tastes absolutely delicious, but building the world's largest chocolate replica of the Burj Khalifa definitely was not a piece of cake for master chocolatier Andrew Farrugia.

Mr Farrugia and his team were in Dubai recently to create the soaring chocolate creation in Dubai International Airport from 500 boxes of fragile chocolate blocks shipped from Malta.

Standing on mechanised boom lifts and using small cranes to shift chocolate chunks, some as heavy as 150kg, they created a Guinness World Record last Sunday for the world's tallest chocolate tower at 44ft 2in.

Wooden supports, a flexible cage-like contraption with ropes and a metal frame helped to cradle the chocolate blocks without exerting pressure.

"This was my biggest challenge," said Mr Farrugia, who set a record last year for the longest chocolate sculpture in Brussels, an elaborate steam train, 34 metres long.

"I made detailed plans on how to create such a heavy structure because it was almost five tonnes of chocolate. It was an intensive operation because the structure was very delicate and could break. It was a matter of exact calculations and measurement."

The tower now stands at Concourse A in Terminal 3 and will be on display for two weeks as part of UAE's 43rd National Day celebrations.

"We had to make the inner structure robust, with very thick pieces of chocolate," said Mr Farrugia, who is a lecturer in pastry and baking at the Institute of Tourism Studies in Malta. "We did the central column first and all the pieces were attached to this. So 70 per cent was the inner core. Every piece was holding on to the central core so it wasn't one piece on top of the other, because that would have collapsed.

A section was left open for viewers to verify that only chocolate was used "I have one part open so people can look inside. I didn't want people to think it was a piece of wood covered with chocolate." Sadly, chocolate lovers cannot sink their teeth into the 4,200kg of Belgian chocolate because, because of Dubai Municipality's health and safety norms, it will be dismantled after a fortnight and thrown away.



The actual tower is the tallest man-made structure stands 584.5 m (1,918 ft) at a cost of \$1.5 billion

It took three months for Mr Farrugia's team, comprising his brother David and five former students, to build 40 sections of the tower working from sketches and photographs.

They worked in temperatures between 18°C and 22°C to prevent the chocolate from melting. The boxes were transported to Dubai in a refrigerated container.

Once here, the team spent two weeks repairing breakages and supervising transport to the airport before the final 24 painstaking hours it took to set up the tower with help from airport engineers and staff.

David Farrugia's main concerns were the heat and the heavy machinery.

"Heat and chocolate don't go together. At any time if refrigeration in the truck was not working, it was out in the sun even for 15-20 minutes, we would lose it all," said David, a logistics expert.

"When chocolate gets to a certain point of melting, it collapses under its own weight. Also we couldn't make big movements on the machinery because one mistake, a little bump, can crack chocolate. When we lifted sections with the crane, it was a very big heartbeat I felt."

Another unnerving experience was moving the incomplete tower a few metres within the airport to a more secure location because of concerns about the weight of the machinery.

With help from airport staff, the structure was supported with wood, the floor soaked with soap and water to enable it to slide, and the tower slowly pulled into place using a rope.

Andrew is already planning his next venture, a steam chocolate train for the Toronto train station.

"As a chef I enjoy making art from chocolate," he said. "Like any artist it's getting a simple idea, visualising, and then seeing it in reality. A lot of work is involved but the idea and dream are finalized.

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44 ft tall Chocolate tower