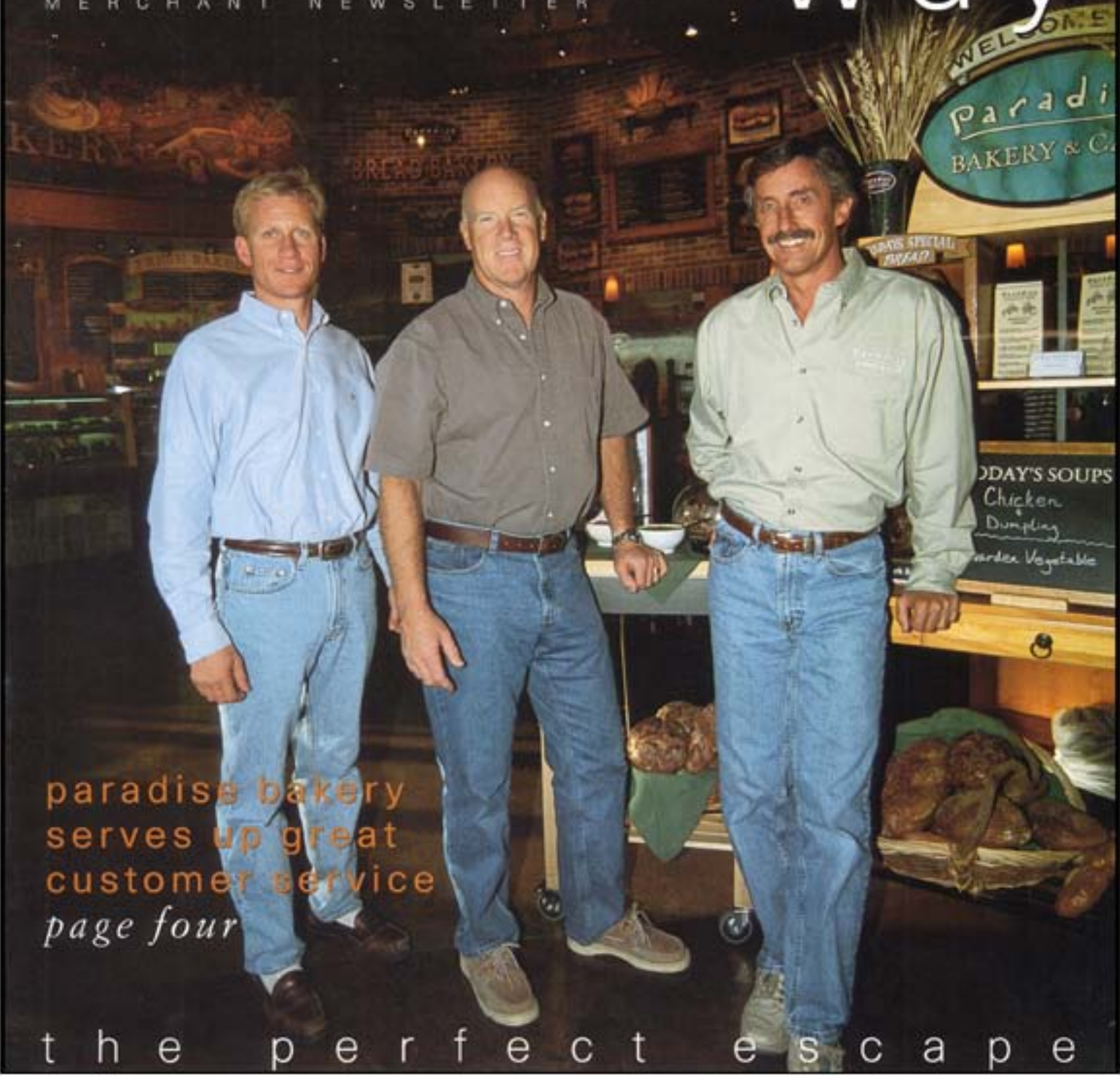


W I N T E R 2 0 0 1

the westcor way

M E R C H A N T N E W S L E T T E R



paradise bakery
serves up great
customer service
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t h e p e r f e c t e s c a p e

paradise found

customer service is cornerstone to success



If you are looking for great customer service, just head straight to Paradise. Paradise Bakery & Café. Founded in 1976 by Dan Patterson, his brother Mark and Carter Holmes, Paradise Bakery began as a little cookie and muffin shop in Long Beach, Calif. Now, 25 years, 37 stores and thousands of satisfied customers later, Paradise Bakery & Café has built its reputation on freshness, quality and exceptional customer service.

"We have a very simple philosophy – we call it the ideal scene," said Dan Patterson, president and CEO of Paradise Bakery. "We want your experience with us to be so special – from the service to the quality of the food – that you'll tell a friend, 'You've got to go to Paradise!'"

Naturally, the quality of the service is a direct reflection of Paradise Bakery's employees.

"We like to hire people who are naturally friendly, rather than teach someone to be friendly," said Dan. "I know that hiring is a challenge in any business, but it's definitely the most important part of our business. We have to work the hardest at the part of our business that represents who we are. It is well worth the time and energy that we put into hiring."

It's Customer Service Rule #1: When your employees enjoy their jobs, they'll treat their customers well. One proof of satisfied employees is that many of Paradise's managers have been with the company for 10 years or longer. Emily Huish, supervisor at Paradise Bakery at Chandler Fashion Center, attributes that to Paradise's workplace culture.

"You have to treat your employees the way you want them to treat your customers," she said. "Our employees really like working here, and it shows."

Dan added, "It sounds a little bit Pollyanna-ish, but Paradise has become a way of life for many of our managers. We have created more of a family

environment. We do a lot of interacting and we have a great deal of communication between and among the management. It's all centered around a very positive tone of excellence and treating people well.

"It has been our philosophy from the day we started, how we treat employees, customers and purveyors, and that's how we live. If someone isn't going to fit that, it quickly stands out that they're not being a part of Paradise," he said.

Training is an important part of Paradise Bakery's customer service philosophy. A few years ago, when the company was expanding by several stores in the western United States, the store at Paradise Valley Mall became a training store for managers.

Carter Holmes, senior vice president of development, believes another reason for Paradise Bakery's success is the importance the company places on connecting with its customers.

"We have had 25 years of continued success because of this philosophy. We pride ourselves in recognizing our customers, learning their names and remembering their special order," said Carter.

In fact, many of Paradise Bakery's best ideas, such as the "Salad Sampler," have come from simply listening to their customers.

"A lady come in for lunch and asked for samples of three of our salads. That simple request turned into one of our most popular menu items," said Carter. "We've used a lot of flexibility in meeting customers' needs through the years. If the customer wants to mix their soup with their bread, no problem. If they want their sandwich on a different kind of bread or with a different condiment than what's on the menu board, all they have to do is ask, and we'll make sure they get what they want."

Other tricks to Paradise's success include location. Carter said it's no coincidence that most Paradise Bakery mall locations can be found on the corner of the food court.

"When we started out, (the corner) was the location we always chose to capture the impulse buying that takes place at the mall. You don't go to the mall to get a cookie. You go to the mall to buy a pair of jeans, but you walk by Paradise Bakery and say, 'Oh, let's get a cookie!'"

He continued, "Developers like Westcor are very appreciative of the presentation we put together. Typically, food places don't get corner locations, but we put on such a great presentation that developers like Westcor love to put us front and center as the transition to the food court from the rest of the mall."

Paradise Bakery & Café has seven locations in Westcor's regional malls (Arrowhead Towne Center, Chandler Fashion Center, Flatiron Crossing, Paradise Valley Mall, Scottsdale Fashion Square and Superstition Springs Center), along with its new free-standing store at The Shops at Gainey Village in Scottsdale –

the company's first location outside of a regional shopping center. If you are a Paradise fan, the Gainey Village location is a must visit. It is the culmination of 25 years of Paradise experience on a grander scale with an expanded menu for breakfast and dinner. The store features a full line of artisan breads.

Phoenix is a market that has been very good to the company, thanks in part to Paradise Bakery's 14-year business partnership with Westcor.

"We came to the Valley in 1997 to two Westcor malls. Since then, Phoenix has turned out to be the number one region for our company," said Dan. "We've been in the business 25 years and our Westcor relationship has been the best in the business. They're a pleasure to work with, from the top right on down through the ranks."

On the cover: From left, David Birzon, Dan Patterson and Carter Holmes have used exceptional customer service to create a loyal customer base.

