



FOR IMMEDIATE RELEASE

Contact: Sara Lieberman
SHADOW PR
SLieberman@shadowpr.com

EARL OF SANDWICH TO OPEN NEW LOCATION ON 4TH STREET IN ST. PETE!

Earl of Sandwich to Introduce the ‘World’s Greatest Hot Sandwich’[®] in St. Petersburg, FL.

St. Petersburg, FL., (June 2, 2014)- Earl of Sandwich, a globally- recognized, fast casual sandwich establishment that boasts the freshest upscale ingredients, is set to introduce the ‘World’s Greatest Hot Sandwich’[®] to the Royal Palms Center in St. Petersburg, FL located on 4th Street. Inspired by John Montagu, the Earl who invented the sandwich in 1762, the new location will feature an energetic and modern design, including a spacious outdoor patio for patrons to enjoy their assorted fare al fresco.

“Were excited to bring the 28th Earl of Sandwich location to the main corridor of the beautiful city of St. Petersburg. We are confident that this location will add a unique ingredient to the dining, retail and business destination of 4th street,” said Robert Earl, chairman of Earl of Sandwich.

At the heart of the menu is the World’s Greatest Hot Sandwich[®], a variety of signature hot sandwiches made by hand and made to order using fresh high quality ingredients and served on artisan bread. It is sent through a special oven, baked to perfection and served hot. It is then finished with toppings and produce, all prepared fresh daily. It’s all incredibly quick; the sandwiches only take four minutes from order to finish.

Earl of Sandwich doesn’t just serve sandwiches, they also offer Hand Crafted Wraps, Fresh Greens Salads, Artisan Soups, and freshly baked dessert treats made in-house daily. In addition to the very popular hot breakfast sandwiches, oatmeal, muffins and bagels Earl of Sandwich has teamed up with Peet’s Coffee & Tea[®], to provide guests with expertly hand-roasted coffee, at the St. Petersburg location and other

select establishments. They will also feature a complete dinner menu, with freshly made pastas, pizza breads and fully loaded stuffed baked potatoes.

“We take great pride in paying homage to our namesake John Montagu (the 4th Earl of Sandwich), and plan to further develop the portfolio of locations for our customers. We are rapidly expanding the Earl Of Sandwich brand throughout the Gulf Coast and across the United States,” added Earl.

Want one sandwich, salad, or wrap? We'll deliver that! Earl's offers a Fresh.Hot. Fast Delivery service as well as a full catering menu, with convenient ordering at EARLDELIVERS.COM.

It truly is GREAT FOOD, SERVED FAST.

For more information please visit www.earlofsandwichusa.com. Follow us on [Twitter](#) @earlofsandwich and [Instagram](#) @earlofsandwichusa and like us on [Facebook](#) Earl of Sandwich.

####

About Earl of Sandwich:

In 1762, John Montagu, the 4th Earl of Sandwich, came up with the ingenious idea of putting meat between two slices of bread. Now, 250 years later, the current 11th Earl and the rest of the Sandwich family remain passionate about the world's most popular quick food that carries their name. Joining forces with entrepreneur Robert Earl, the first Earl of Sandwich restaurant opened in Orlando, FL at Downtown Disney in 2004. Currently, there are Earl of Sandwich restaurants in the US, in markets such as New York, Atlantic City, Anaheim, Philadelphia, Detroit, Texas, Florida, and other markets as well as internationally in Paris. All Earl of Sandwich locations bake fresh artisan bread with every hot sandwich order and meats are roasted daily using traditional family recipes. Classic hot sandwiches are available, as well as soups, salads, wraps, desserts and a large selection of beverages.