



## LE BREAD XPRESS CEO HONORED IN AUTOMATIC MERCHANDISER MAGAZINE'S 2020 "PROS TO KNOW"

**SAN FRANCISCO – December 10, 2020** – Le Bread Xpress, maker of the Bake Xpress robotic bakery vending machine, today announced that company founder and CEO Benoit Herve was selected as one of the vending industry's 2020 Pros to Know by VendingMarketWatch and Automatic Merchandiser Magazine. Herve was recognized among a select group of industry leaders nominated by magazine readers and industry peers and selected by the editorial team of Automatic Merchandiser.

The Pros to Know Awards are presented annually to companies and individuals who have taken an innovative approach in the vending, micro-market and OCS industries. Mr. Herve in particular was recognized not only for the uniqueness of the Bake Xpress product, but also his team's efforts to adapt the machine's function to unique customer situations during the COVID-19 pandemic. Examples noted include custom recipes and branding for a bakery that could not sustain counter service, accelerated installation in university dormitories during quarantines when traditional food services were unpredictable and adaptation of the machine to provide charity food distribution and accept donations. Further, the company's plan for a smartphone app that will make the Bake Xpress a fully touchless interaction was recognized as Mr. Herve's continuing focus on improving the overall Bake Xpress experience.

Bake Xpress is the only vending machine to offer a full menu of meals and pastries, including everything from breakfast items like croissants and muffins through dinner choices like pizza, calzones, and gourmet sandwiches. Customers order via the unit's 55-inch touchscreen, which can also be used for advertising or informational purposes by machine owner/operators. Bake Xpress detects, selects, bakes and serves each order using its integrated robotics and precisely-calibrated infrared/microwave/convection oven, which is programmed to adapt to each food's custom profile. Bake Xpress communicates over Wi-Fi or 4G/5G networks, allowing machine operators to monitor inventory levels and machine function, diagnose issues, and control operation using cloud-based software.

The full listing of 2020 Pros to Know is available at

<https://www.vendingmarketwatch.com/awards/document/21165970/2020-pros-to-know-awards>.

**About VendingMarketWatch/Automatic Merchandiser Magazine**

Automatic Merchandiser serves the business management, marketing, technology and product information needs of its readers including vending operators, coffee service operators, product brokers, and product and equipment distributors in print and online, via email and social media.

**About Le Bread Xpress**

Le Bread Xpress provides the world's first robotic micro-bakeries, offering hot, fresh baked goods and meals on demand. The Bread Xpress baguette machines and Bake Xpress multi-product machines integrate refrigeration and quick bake capabilities in a compact unit the size of a traditional vending machine. Le Bread Xpress was founded in 2015 and offers micro-bakeries to hospitals, universities, hotels, retail centers and office parks world-wide. For more information, please visit [www.lebreadxpress.com](http://www.lebreadxpress.com).

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