



THE I LOVE BAGELS HISTORY BIOGRAPHY

1989: I Love Bagels opened its first location in Laguna Niguel and produced profitable results in only six weeks with limited advertising (mostly word of mouth).

1993: June 6th, S.C.O.R.E. Orange County Chapter discussion session on the bagel industry with I Love Bagels President, Howard Amster

1994: Opened second location in Laguna Niguel South (16 1/2 years as of 2010)

1995: Featured in article in "The Voice" represented as a unique business in O.C..

1996: Opened second location in Mission Viejo (currently at this location for 15 years).

1997: Opened El Toro location (location closed after five years due to re-development)

1999: Ten years in South Orange County

2004: Laguna Niguel South location marks its tenth year in business

2009: Twenty years in South Orange County

2010: Force to relocate Laguna Niguel South location due to landlords rep's mismanagement (many other tenants are financially disrupted due to this decision) due to loss of our sphere of influence.

2014: Marks our Twenty-Fifth year in business in SoCal

Other news worthy notes: Voted BEST BAGELS in O.C. by the Orange County Register several times.

Temple Shir Ha' Ma'lot's The Great Bagel Bakeoff... Voted Best Bagel & Largest Selection!

I Love Bagels also appeared in numerous local articles regarding our community involvement,

I Love Bagels commitment to the community is represented through...

1. Sponsoring one boys and one girl's athletic team from each high school in our area each season.
2. Providing donation and gift certificates for every school charity (as well as academic rewards) for schools to use to promote scholastic excellence.
3. Placing ad's in many middle school booster clubs programs as well as supporting PTA programs. Yearbook dedications placed in all local high schools. Supporting High school sports by purchasing Banner space in the gymnasiums and athletic fields.

In 2008 we began Sponsoring George White Elementary School's List-Serve program, (An important communication service to parents & students) due to economic shortfalls in their school budget) this has since been taken over by the school district.

We were a sponsor for the Dana Point's Festival of The Whales and the Laguna Niguel Turkey Trot Events including Donations!

We were an original sponsor for the Public Library of Mission Viejo and also involved in the first "Race For The Cure" (Susan B. Koman Foundation).

I Love Bagels endorsed by Laguna Niguel Mayor Gary Capata and City Counsel members

I Love Bagels endorsed by Senator Mimi Walters

I Love Bagels endorsed by the Orange County Sheriffs Dept & O.C. Fire Authority.

In addition we have served Hollywood producer Marvin Worth, notable celebrities such as Nicole Kidman, Tom Cruz, Coby Bryant, Magic Johnson and many others....

Our most famous customers though...are the parents and kids of our community, without their loyal support we would not have accomplished our goals and successes. They are the driving force, who energizes our commitment to serve and to please. Each precious face or hysterical shenanigans of the high school crowd pulls us together

"The Healthy Way To Start Your Day"[™]
I ♥ BAGELS[®]



Our store model has changed through out the years and continues to evolve in a strait progressive direction that will hopefully address some of the concerns of our customers such as more seating. Our warm, modern and stylish interiors suggest a “Family Atmosphere” with an emphasis on clean, well maintained, customer areas. With the next generation of design improvements and product expansions this will inure.

Along with the already successful I Love Bagels product lines of fresh “Baked on- Premises” bagels and delicious deli sandwiches. With respect to customers input, we have added several new bagel flavors to our already huge selection

We have recently relocated and expanded our Dana Point location currently, which will be used as an upscale design which will represent to our future licensees, and the new working model of the I Love Bagels brand.

"The Healthy Way To Start Your Day"™
I ♥ BAGELS®

