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Between Rounds Bakery Sandwich Café opens 1,000 s/f location in Massachusetts

March 22, 2019 - Retail

Southwick, MA BetweenRounds Bakery Sandwich Café, a growing fast-casual dining establishment with four locations in Connecticut, opened a new 1,000 s/f location at the Notch Travel Centre.

Between Rounds Bakery Sandwich Café's newest location will offer walk-in and drive-thru convenience at the renowned Notch Travel Centre, 326 College Hwy. Construction for the new location began in September and has been completed. In addition to a drive-thru, the store offers seating for more than 25 in the dining area. It is Between Rounds' first kiosk franchise extension into the state.

Southwick is Between Rounds' fifth location. The franchise is family-owned and operated by the Samuelsens.

"Diane and Craig Samuelsen, along with their family, are seasoned, successful family business owners who have been running the Notch Centre for nearly two decades. They are a great fit for our organization and we are absolutely thrilled about Between Rounds' expansion into Massachusetts," said franchisor Jerry Puiia.

Between Rounds has been in business for more than two decades and is the brainchild of Jerry and his brother Joe Puiia, who are Staten Island-natives. The Puiia hallmark is manufacturing and selling their own bagels, which sets them apart from other cafés.

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