

**Maison Kayser Files Voluntary Chapter 11 Petition;
'Stalking Horse' Bidder Offers to Acquire Substantially All Assets**

(NEW YORK, NY – September 11, 2020) -- Maison Kayser USA, the upscale multi-location artisanal bakery in New York City, last night filed for Chapter 11 protection in the U.S. Bankruptcy Court for the Southern District of New York. The bankruptcy petition is voluntary.

"The COVID-19 pandemic and indefinite timeline for the resumption of full-capacity indoor dining in New York City have had a devastating impact on our business. While we had hoped to reopen our bakeries and bring back employees, the obstacles proved too great to overcome," said Jose Alcalay, CEO of Maison Kayser USA. "We have evaluated numerous options and determined that filing for Chapter 11 and selling our assets is the best pathway forward for all of the company's stakeholders." Alcalay added, "I will always be grateful for the opportunity to have worked with such talented people and we should all be very proud to have built together something so meaningful for the New York City community."

Among the first day filings in the bankruptcy proceeding is a motion to approve bid procedures and a "stalking horse" asset purchase agreement with MK USA, LLC, an affiliate of hospitality group Aurify Brands, to acquire substantially all of Maison Kayser's assets.

As part of the process, higher and better bids will be solicited, following the approval of bidding procedures under Section 363 of the U.S. Bankruptcy Code.

Creditors and all interested parties can find more information at www.donlinrecano.com/maisonkayserusa or via email at maisonkayserusainfo@donlinrecano.com or by phone at 1-800-467-0821.

Andrew Gottesman of [Mintz and Gold](#) serves as legal advisor, while John Sordillo of [CBIZ](#) will serve as financial advisor throughout this process.

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