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PANERA BREAD® OPENS NEW BAKERY-CAFE IN THE TWIN CITIES

RICHMOND HEIGHTS, MO, October 12, 2009 – Panera Bread will open its newest bakery-cafe in Minnetonka at 12967 Ridgedale Drive on Wednesday, November 4th.

With its identity rooted in handcrafted, freshly-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams added trans fat, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a variety of year-round favorites to complement seasonal items and breads baked fresh daily in each bakery-cafe by skilled bakers.

A Neighborhood Approach

The new bakery-cafe in Minnetonka offers a warm and welcoming environment including intimate seating areas, comfortable chairs, a community table and free WiFi Internet access.

"We are thrilled to open our newest bakery-cafe in such a dynamic community," said John Hohman, Joint Venture Partner, Panera Bread. "We are happy to offer the many business professionals and families in the community fresh and wholesome food choices, paired with the convenient service their busy schedules demand. Our concept has been embraced by many surrounding communities in the past 10 years, and we look forward to sharing our signature Panera warmth here in Minnetonka."

Bakery Fresh Catering

Panera's innovative take-out concept, Via Panera, will be offered at the new bakery-cafe. Available for breakfast, lunch and snacks, Via Panera is ideal for any group from five to five hundred. Via Panera emphasizes accuracy and efficiency in delivering the experience of fresh, handcrafted, quality meals to any workplace setting, social event or gathering. In addition, every bakery-cafe has a dedicated Via Panera Coordinator on site to manage the entire process, from order to pick up or delivery, to ensure customer satisfaction.

An Active Community Partner

Since Panera Bread was founded, the company and its franchisees have been active participants in the communities in which it does business. As part of Panera's broader national Operation Dough-Nation® program, which was created in 1992 to formalize Panera's commitment to community involvement, the new location will join the Minnetonka community in giving back through its local Day-End Dough-Nation™ and Community Breadbox™ programs.

As part of the local Community Breadbox program, all cash donations made by customers in all company-owned bakery-cafes in the Twin Cities area, including the new Minnetonka bakery-cafe, are matched by Panera Bread and distributed to The Make-A-Wish Foundation® of Minnesota.

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At the end of each day, Panera Bread also donates all unsold bread and baked goods to local area hunger relief agencies as part of its local Day-End Dough-Nation program. Collectively, Panera bakery-cafes donated over \$50 million worth of unsold bread and baked goods in 2008 to help people in need.

The hours of operation for Panera Bread at the 12967 Ridgedale Drive are Sunday from 7 a.m. to 8 p.m. and Monday through Saturday from 6 a.m. to 9 p.m. For more information, call Panera Bread at (952) 546-0101. Major credit cards are accepted.

Now Hiring!

Panera bread is looking for associates to provide great customer service. If you like working in a fast paced and rewarding environment with a great training program, flexible shifts, and opportunities for advancement, please apply at www.panerabread.job and click "Hourly Associate & Baker candidates" and enter zip code 55305 or visit our new location at 12967 Ridgedale Drive.

About Panera Bread

Panera Bread Company owns and franchises 1,276 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of June 30, 2009. With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams artificial trans fat per serving, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a wide variety of year-round favorites, complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the United States and in Canada, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access provided through a managed WiFi network. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>. Panera also owns and franchises 69 bakery-cafes under the Paradise Bakery & Cafe® name as of June 30, 2009.)

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