



ATTENTION: News Director

FOR MORE INFORMATION CONTACT

John Kauffman

Panera Bread of Iowa Public Relations Manager

jkauffman@panera-iowa.com | 319.361.0785

FOR IMMEDIATE RELEASE

Iowa's First Panera Bread Drive-Thru Opens in Davenport Thursday

Panera Bread to open Quad Cities' third bakery-cafe.

CEDAR RAPIDS, IOWA – MARCH 2, 2011 – Panera Bread of Iowa will open its third Quad Cities bakery-cafe Thursday, March 3, 2011 at 6:00 a.m. on the corner of West Kimberly Road and Northwest Boulevard in Davenport. The spacious bakery-cafe will be Iowa's first bakery-cafe to feature a drive-thru for added customer convenience.

"We are thrilled to open a third bakery-cafe in the Quad Cities, particularly since it is the state's first drive-thru," said Mike Young, Panera Bread of Iowa Operating Partner. "Our concept has been embraced by the Quad Cities area over the past 13-and-a-half years, and we believe this third bakery-cafe with drive-thru will allow us to be more accessible to our customers."

Just over 60 associates and 6 additional managers were hired to staff the bakery-cafe, which features seating for 112 guests inside. Patio seating during warm weather and drive-thru accessibility will provide additional capacity. Additionally, the bakery-cafe features a "Pick-up and Catering Only" register separate from the main register bank to better facilitate phone/fax-in customers and catering customers.

The new bakery-cafe will offer a warm and welcoming environment including intimate seating areas, comfortable chairs and free WiFi Internet access. 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 choices.

The concept was first introduced to the Quad Cities when Iowa's first Panera Bread bakery-cafe opened on the corner of East Kimberly Road and Elmore Avenue in Davenport in June 1997. The metro's second bakery-cafe opened one year later on the corner of John Deere Road and 41st Street in Moline.

The hours of operation for all Quad Cities bakery-cafes, including the new location Davenport, are Sunday from 7:00 a.m. to 8:00 p.m. and Monday through Saturday from 6:00 a.m. to 9:00 p.m. For more information, call the new Panera Bread on West Kimberly Road at (563) 823-3700. Major credit cards are accepted, personal checks are not.

- More -

Panera Bread Catering

A full catering menu will be offered at the new bakery-cafe. Available for breakfast, lunch and snacks, Panera Catering is ideal for any group from five to five hundred. Panera Catering 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 Panera Catering 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 they do 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 Davenport 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 at the bakery-cafe on West Kimberly Road, are matched by Panera Bread and will be distributed to Gilda's Club Quad Cities, while contributions made at the existing locations on East Kimberly Road, Davenport and John Deere Road in Moline will continue to benefit the Scott County Family Y and the Two Rivers Y respectively.

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 more than \$50 million worth of unsold bread and baked goods in 2009 to help people in need.

About Panera Bread of Iowa and Panera Bread

Panera Bread of Iowa, a franchise of Panera, LLC operates 18 bakery-cafes in Iowa and Moline, IL. With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. At the close of each day, Panera Bread donates bread and baked goods to community organizations in need. In addition, Panera Bread donates thousands of dollars to Iowa/Illinois community organizations through its Operation Dough-Nation[®] program. Additional information is available on the Franchise's website www.panera-iowa.com, or the Company's website, www.panerabread.com.

###