



ATTENTION: News Director

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FOR IMMEDIATE RELEASE

Panera Bread® Continues Rollout of its Menu Boards Providing Calorie Information: *Calorie Content to be Posted on all Quad Cities Bakery-Cafe Menus Wednesday*

Cedar Rapids, Iowa, September 14, 2010 – Starting September 15, Panera Bread of Iowa will be adding another means for customers to evaluate their food choices, posting calorie content information next to the price of each major item available in the bakery-cafe. The information is designed to empower customers in picking the personal food choice that is best for them and continues a nationwide commitment by the Panera Bread concept to voluntarily post this information in all bakery-cafes by year's end.

“We feel great about providing our guests this kind of information so openly,” said Mike Young, Panera Bread of Iowa Operating Partner. “Many customers seem to really appreciate having this calorie information so easily accessible and have reacted very positively.”

The new menu boards are part of Panera's long-standing efforts to provide customers with nutritious choices and equip them with the information to make wise decisions for themselves. A variety of wholesome menu options including soups, salads and sandwiches let customers create meals the way they want to enjoy them from both a taste and nutrition perspective. Panera Bread also hosts an online nutrition calculator at www.paneranutrition.com which lets customers plan ahead and modify their meals.

Panera Bread is frequently recognized as a leader in offering nutritious food options. In March 2009, *Health* magazine named Panera Bread the healthiest restaurant in the country for eating on the go. The company was praised for offering customers the choice of apples or baked chips as a side item, its You Pick Two® smaller-sized soups, salads and sandwiches, and antibiotic-free chicken options. Additionally, Panera Bread received #1 and #2 rankings for Best Healthy Option in the Zagat Fast-Food Survey in the large restaurant chain category in 2009 and 2010 respectively.

About Panera Bread of Iowa

Panera Bread of Iowa, a franchise of Panera, LLC operates 16 bakery-cafes in Iowa and Moline, IL with two new locations, Downtown Des Moines and West Kimberly Road - Davenport, set to open by year's end. With its identity rooted in handcrafted, fresh-baked, artisan bread, the Panera Bread concept is committed to providing great tasting, quality food that people can trust. At the close of each day, Panera Bread of Iowa donates bread and baked goods to community organizations in need. In addition, Panera Bread donates thousands of dollars to Iowa/Illinois non-profit and community organizations through its Operation Dough-Nation® program. Additional information is available on the Franchise's website www.paneraiaowa.com, or the Company's website, www.panerabread.com.

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