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## Panera Bread Continues Colorado Expansion with Grand Opening of LoDo Bakery-Cafe

*16<sup>th</sup> & Market Panera Bread Bakery-Cafe Marks the 36<sup>th</sup> Panera Bread Location in Colorado*

**DENVER, CO (September 26, 2014)** – [Panera Bread](#) announces the opening of its 36<sup>th</sup> Colorado bakery-cafe located at 1380 16th Street in Denver, CO on Wednesday, October 15 at 6:00 a.m. The new neighborhood bakery-cafe will offer freshly-baked artisan breads, bagels and pastries and specialty cafe menu items. It is conveniently located at 16<sup>th</sup> & Market Streets on the 16th Street Pedestrian Mall and near Union Station.

The 16<sup>th</sup> & Market bakery-cafe will hold a Grand Opening Celebration beginning at 6:00 a.m. Wednesday, October 22. The first 1,000 guests inside the bakery-cafe will receive a free Panera Bread coffee tumbler with free brewed coffee refills through November 15th and a free freshly baked Cinnamon Crunch Bagel while supplies last. From October 15 through October 31, guests will be invited to enter for a chance to win three \$100 Panera Gift Cards.

“We look forward to opening our first Panera Bread bakery-cafe in LoDo,” said Craig Flom, President of Breads of the World, LLC, franchisee of Panera Bread in Colorado. “We feel strongly about being a responsible corporate citizen and plan to support the downtown community and build relationships with our new neighbors.”

Panera Bread is committed to giving back to the communities it serves and plans to support several local non-profits throughout the year. Various agencies will participate in Panera Bread’s signature “Operation Dough-Nation™” Day-End Donation Program, where all unsold bread and baked goods at the day’s end will be donated to community organizations serving people truly in need of food. Customers will also have the opportunity to donate spare change in the Community Breadbox™ collection canisters at the registers, which will benefit Food Bank of the Rockies.

The more than 5,600 square foot bakery-cafe will employ approximately 100 full-time and part-time associates. It will feature the traditional amenities of Panera Bread, including a fireplace and full-service catering program with delivery and online ordering available at [cater.panerabread.com](http://cater.panerabread.com). The new LoDo Panera will also offer Panera’s recently launched Rapid Pick-up option, and table service will be introduced for dine-in guests (table service only available at the LoDo Panera location). The 16<sup>th</sup> & Market Panera Bread hours of operation are Monday through Saturday, 6:00 a.m. to 9:00 p.m. and Sunday, 7:00 a.m. to 8:00 p.m.

The traditional European-style stone deck ovens, for which Panera Bread is renowned, will be part of the bakery-cafe to produce the unmatched breads that are baked fresh on site every night. These specialty artisan and sourdough breads are the foundation for the entire bakery-cafe menu, which also offers made-to-order sandwiches, tossed-to-order salads and soup served in bread bowls. Panera Bread’s menu items, which start with all-natural, preservative-free breads, feature only the freshest, highest quality ingredients, including all-natural antibiotic-free chicken and a kids’ menu with organic and all-natural offerings.

### **About Panera Bread**

*Panera Bread, known for its artisan breads and fresh salads and sandwiches, was named Most Popular and No. 1 for Best Facilities, Best Healthy Options and Best Salads (for chain restaurants with less than 5,000 outlets) by Zagat; “Healthiest Fast Food” restaurant by Health magazine; and one of Parents magazine’s “Ten Best Fast-Casual Family Restaurants” Breads of the World, LLC, Panera Bread’s local franchisee, operates 36 Colorado bakery-cafes. For more information and bakery-cafe locations, visit [www.panera-colorado.com](http://www.panera-colorado.com).*

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