



FOR IMMEDIATE RELEASE

Contact: Heather DeSantis, RMD Advertising
DeSantis@RMDAdvertising.com
(614) 794-2008

Contact: Liz Gilbert, Panera Bread
Liz.Gilbert@PaneraBread.com
(303) 332-7428

Panera Bread Continues Colorado Expansion with Grand Opening of a Northglenn Drive-Thru Bakery-Cafe

Northglenn Panera Bread Bakery-Cafe Marks the 35th Panera Bread Location in Colorado

DENVER, CO (April 28, 2014) – [Panera Bread](#) is opening its 35th bakery-cafe in Colorado, located at 100 East 120th Avenue, Northglenn, CO, on Monday, May 19 at 6:00 a.m. The new neighborhood bakery-cafe will offer a drive-thru, handcrafted, freshly-baked artisan breads, bagels and pastries and specialty cafe menu items. It is conveniently located at 120th Avenue and Grant Street in the new Webster Lake Promenade Shopping Center.

The Northglenn Bakery-Cafe will hold a Grand Opening Celebration beginning at 6:00 a.m. Wednesday, May 21. The first 1,000 guests inside the bakery-cafe will receive a free Panera Bread coffee tumbler with free brewed coffee refills through June 15. Each of the first 1,000 guests inside the bakery-cafe, as well as the first 200 drive-thru customers, will receive a free freshly baked Cinnamon Crunch Bagel while supplies last. From May 19 through May 26, guests will be invited to enter for a chance to win a \$100 Panera Gift Card.

“We look forward to opening our first Panera Bread bakery-cafe with drive-thru convenience in Northglenn,” 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 community and build relationships throughout the area.”

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 4,500 square foot bakery-cafe will employ approximately 60 full-time and part-time associates. It will feature the traditional amenities of Panera Bread, including a fireplace, outdoor patio and full-service catering program with online ordering available at cater.panerabread.com. This new location will also feature a drive-thru that will allow customers to enjoy their favorite Panera Bread meals and treats without having to leave their vehicle. The Northglenn 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 35 Colorado bakery-cafes. For more information and bakery-cafe locations, visit www.panera-colorado.com.