



For Immediate Release

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Panera 2.0 Upgrades Now Available in Colorado Springs

Colorado Springs, Colo., September 6, 2016 – [Panera 2.0](#), a series of integrated technologies to enhance the customer experience, has been fully rolled out in four Panera bakery-cafes in Colorado Springs to better serve the needs of to-go and dine-in guests.

In addition to offering Rapid Pick-Up for to-go orders, the cafes have now added Fast Lane Kiosks to enhance and expedite the experience for all guests.

The new Fast Lane Kiosks are highly-visual and include a product builder to assist with order accuracy and customization. Guests can save customizations, past orders and “favorites” for easy ordering on their next visit. They can also link their preferences to their MyPanera loyalty program and credit card for an even smoother, quicker experience. Panera associates are still available to guests who prefer to order at the counter.

“Panera 2.0 creates a more personalized experience, while at the same time decreasing wait times and crowding, and helps ensure order accuracy,” said Craig Flom, President of Breads of the World, LLC, franchisee of Panera Bread in Colorado. “The needs of to-go and dine-in customers are different, and by implementing Panera 2.0 in our cafes, we hope to recognize and enhance both experiences through the new ordering and payment processes.”

For those on the go, an ordering option called Rapid Pick-Up enables customers to place an online/mobile order from their office, car, work or home – up to 2 weeks in advance – and pick up their food at a pre-determined time without waiting in line. The bakery-cafes are equipped with a special “to go” pick-up area, featuring dedicated seating, an order-status monitor providing real-time information as orders are prepared and completed, and shelf space, all to facilitate easy pick up.

The Colorado Springs Panera [locations](#) that feature the Panera 2.0 upgrades are:

- First & Main Town Center, located at 3120 New Center Point, Colorado Springs, CO 80922
- Broadmoor Towne Center, located at 1832 Southgate Rd., Colorado Springs, CO 80906
- The Promenade Shops at Briargate, located at 1845 Briargate Pkwy, Colorado Springs, CO 80920
- University Village, located at 5230 N. Nevada Ave. #180, Colorado Springs, CO 80918

About Panera Bread of Colorado

Panera Bread began with a simple commitment to bake fresh bread from fresh dough in every bakery-cafe, every day. No short cuts, just bakers with simple ingredients and hot ovens. Each night, unsold bread and baked goods are donated to neighbors in need. Panera Bread believes food that is good and that people can feel good about, served in a warm and welcoming environment by people who care, brings out the best in everyone. Breads of the World, LLC, Panera Bread’s local franchisee, operates 38 Colorado bakery-cafes. For more information and bakery-cafe locations, please visit www.panera-colorado.com.