

Panera Bread to Celebrate the Most Important Meal of the Day with Free Cups of its New Coffee and Samples of New Breakfast Items

Bakery-Cafes Support Local Communities by Raising Funds for Operation Dough Nation Recipients

COLUMBUS, Ohio, Jan. 22 (SEND2PRESS NEWSWIRE) – Something big is brewing at Panera Bread, and you're invited. On Wednesday, January 28, Columbus, Cincinnati and Dayton Ohio area bakery-cafes are inviting customers to celebrate Panera's new breakfast experience by sharing free cups of its new Light and Dark Roast coffees. A special kick-off event will be held on January 28 from 7:00 a.m. to 9:00 a.m. at the Olentangy River Road Panera Bread bakery-cafe in Columbus, the Calhoun Panera Bread bakery-cafe in Cincinnati and the Brown Street Panera Bread bakery-cafe in Dayton. The kickoff events will host Panera Bread executives and representatives from the Children's Hunger Alliance and FreestoreFoodbank.



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Panera Bread will also be inviting customers to donate a dollar to help

support its Operation Dough Nation(R) program. Columbus, Cincinnati and Dayton Ohio bakery-cafes will join the celebration by matching customer donations, up to \$250.00 per bakery-cafe, made on that day. Donations from Columbus and Dayton Ohio bakery-cafes will support the Children's Hunger Alliance and donations from Cincinnati Ohio bakery-cafes will support the FreestoreFoodbank. In 2007, through Panera's national Day-End Dough Nation™ effort, its bakery-cafes donated a retail value of more than \$40 million dollars worth of bread products to charitable organizations helping to address the need for food distribution in our local communities.

"We invite local communities to join us in experiencing our new coffee and breakfast items," says Jeff Rains, President of Breads of the World. "We've worked hard to create a breakfast experience our customers will love and we're very proud of the results. We hope everyone will come in and experience the care and craft that goes into everything Panera does – and help us support our local community."

Panera Bread has been working for more than two years to perfect its two unique new coffee blends—a Light Roast and a Dark Roast. The Light Roast Coffee is a new blend of some of the finest South and Central American beans, roasted lighter for a smooth, classic taste. The Dark Roast Coffee is a new blend of top Costa Rican beans, created for customers who prefer a robust, balanced, full bodied coffee. All Panera Bread bakery-cafes will continue to carry its current Hazelnut and Decaffeinated Colombian coffee blends.

The new coffee is in good company with Panera's newest breakfast offerings, which include a Strawberry Granola Parfait. The new Strawberry Granola Parfait is made with Stonyfield Farm(R) low-fat, organic vanilla yogurt, maple butter pecan granola with whole grain oats and fresh strawberries.

Breads of the World, LLC, the local franchisee of Panera Bread, operates 49 bakery-cafes in the Columbus, Cincinnati, northern Kentucky and Dayton metro-areas. 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 bakery-cafes donate bread and baked goods to community organizations serving those in need. For more info on the franchise, including bakery-cafe locations, visit www.panera-ohio.com.

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