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For Immediate Release

PANERA BREAD® OPENS NEW DRIVE THRU BAKERY-CAFÉ IN OSWEGO, ILLINOIS

CHICAGO, IL – May 29, 2014 – Panera Bread will open its newest bakery-cafe in Oswego at 1450 Douglas Road (off Route 34) on May 29. The new location, **featuring a drive-thru for the convenience of Panera Bread customers**, will open its doors at 6:00 a.m.

On opening day, the first 50 dine in customers with any purchase will receive a Panera travel mug with complimentary coffee or tea for two weeks and the first 30 drive-thru customers will receive a certificate* for a loaf of bread every month for a year. **One certificate per car.*

With its identity rooted in handcrafted, freshly baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams added trans fat, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a variety of year-round favorites to complement seasonal items and breads baked fresh daily in each bakery-cafe by skilled bakers.

A Neighborhood Approach

The new location in Oswego offers a warm and welcoming environment including intimate seating areas, comfortable chairs, a community table and free Wi-Fi Internet access.

"We look forward to welcoming both new and regular Oswego customers to our new bakery-café with drive-thru, said Mike Hamra, President & CEO of Hamra Enterprises. Our first Oswego location has been embraced by many residents and businesses since 2002, and we look forward to sharing more of the Panera warmth in Oswego."

Panera Catering

A full catering menu will be offered at the new bakery-cafe. Available for breakfast, lunch and snacks, Panera Catering is ideal for any group from five to five hundred. Panera Catering emphasizes accuracy and efficiency in delivering the experience of fresh, handcrafted, quality meals to any workplace setting, social event or gathering. In addition, every bakery-cafe has a dedicated Panera Catering Coordinator on site to manage the entire process, from order to pick up or delivery, to ensure customer satisfaction.

An Active Community Partner

Since Panera Bread was founded, the company and its franchisees have been active participants in the communities in which it does business. This new location will join Chicagoland in giving back through its local Day-End Dough-Nation™ and Community Breadbox™ programs.

As part of the local Community Breadbox program, all donations made by customers in the new Oswego bakery-cafe will benefit Make-A-Wish® Illinois, a charity that helps grant the wishes of children with life threatening medical conditions. For the past four years over 30 local bakery-cafes joined the community in contributing over \$400,000 to Make-A-Wish® Illinois to grant 70 wishes.



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At the end of each day, Panera Bread also donates all unsold bread and baked goods to local area hunger relief agencies as part of its local Day-End Dough-Nation program. Collectively, Panera bakery-cafes donated over \$100 million worth of unsold bread and baked goods in 2012 to help people in need.

About This Location

The hours of operation for Panera Bread at the 1450 Douglas Road (off Route 34), IL 60543 are Sunday from 6 a.m. to 8 p.m. (dine-in), 6 a.m. to 9 p.m. and Monday through Saturday from 6 a.m. to 9 p.m. (dine-in), 6 a.m. to 10 p.m. (drive-thru). For more information, call Panera Bread at (630) 554-7996. Major credit cards are accepted.

About Panera Bread

Chicago Bread, LLC, is a Panera Bread franchisee; family owned and operated by Hamra Enterprises, operators of 33 Panera Bread bakery-café in the Greater Chicago area. Chicago Bread is committed to Panera Bread's focus on providing customers and employees with high quality sweet and savory products and engaging each of its café neighborhoods through community service, fundraising, and other philanthropic activities. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. All of our bakery-cafes have a menu highlighted by antibiotic free chicken, whole grain bread and select organic and all natural ingredients, with zero grams of artificial trans fat per serving, which provide flavorful, wholesome offerings. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on the Chicago Bread website, <http://www.panera-chicago.com>

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