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FOR IMMEDIATE RELEASE

PANERA BREAD® COMING SOON TO AURORA ON KIRK ROAD
Bakery-Café with Drive Thru

CHICAGO, IL – January 27, 2014 – Panera Bread has plans to open a new bakery-café in Aurora this Fall. The new 4,000 sq. ft. location features a drive-thru for the convenience of Panera Bread customers.

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 bakery-cafe in Aurora 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 opening our second bakery-cafe in Aurora, said Mike Hamra, President & CEO of Hamra Enterprises. Many of the local residents already frequent our locations in the Fox Valley and having the opportunity to develop a bakery-cafe right with a drive thru off Kirk Road will allow us to share the Panera warmth with more residents."

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 Aurora 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 \$200,000 to Make-A-Wish® Illinois to grant 48 wishes.

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.



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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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