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## **PANERA BREAD® OPENS NEW DRIVE-THRU BAKERY-CAFÉ WITH GIVEAWAYS IN AURORA, ILLINOIS**

**CHICAGO, IL – January 12, 2015** – Panera Bread’s newest bakery-cafe in Aurora at 2987 Kirk Road, opened on Monday, January 12<sup>th</sup>. The location features Rapid-Pick Up and a Drive-Thru for the convenience of customers and opened its doors at 5:30 a.m.

On Friday, January 23<sup>rd</sup> local Aurora radio station, 95.9 FM The River, will broadcast onsite from 5:00 a.m. - 10:00 a.m. to help celebrate the opening with a **chance to win a Panera travel mug with free coffee for two weeks. In addition, the first 20 customers through the drive-thru on Friday, January 23<sup>rd</sup> will receive a certificate\* for a loaf of bread every month for a year. \*One certificate per person.**

“We are thrilled to open our newest bakery-cafe in Aurora,” said Mike Hamra, President & CEO of Hamra Enterprises. “Our concept has been embraced by many surrounding communities over the past years, and we look forward to sharing our signature Panera warmth here in Aurora.”

### **Customized Guest Experience**

For eat-in guests, the bakery-cafe in Aurora offers a warm and welcoming environment including intimate seating areas, comfortable chairs, a community table and free WiFi Internet access.

For those on the go, the entire Panera Bread menu will be available to order through the bakery-cafe’s drive-thru window during regular hours of operation.

The café also features an ordering option called Rapid Pick-Up will enable customers to place an online/mobile order from their office, car, work or home – up to five days in advance – and pick up their food at a pre-determined time without waiting in line. The bakery-cafe will be 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.

### **Food You Can Trust**

From our inception, we believed that quick food could be quality food. Panera started baking fresh bread from fresh dough each day in the bakery-cafes. That commitment led to others, like the early decision to remove artificial trans-fats, post calories on menu boards and invest in serving chicken raised without antibiotics. Today, we have expanded our promise and are committed to clean ingredients, menu transparency and a positive impact (on the food system). Recently, Panera shared a new commitment to remove artificial additives (colors, flavors, sweeteners and preservatives) from its standard bakery-cafe food menu by the end of 2016. More information is available at [panerabread.com/foodpolicy](http://panerabread.com/foodpolicy).

### **An Active Community Partner**

Since our beginning, the company and its franchisees have been active participants in the communities in which it does business. The new location will give back to the community through its Day-End Dough-Nation™ and Community Breadbox™ programs.

Panera Bread has worked to help combat the problem of hunger for 25 years, since it began donating unsold bread and baked goods to local organizations. Under its Day-End Dough-Nation™ program, in 2012, Panera Bread bakery-cafes nationally (company and franchise) donated a retail value of approximately \$100 million worth of unsold bread and baked goods to help neighbors in need.

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 five years over 30 local bakery-cafes joined the community in contributing over \$500,000 to Make-A-Wish® Illinois, granting over 85 wishes.

### **Hours of Operation**

The hours of operation for Panera Bread at 2987 Kirk Road, Aurora, IL 60502 are Sunday from 6:00 a.m. to 9:00 p.m. and Monday through Saturday from 5:30 a.m. to 10:00 p.m. For more information, call Panera Bread at (630) 947-1096. Major credit cards are accepted.

### **About Panera Bread**

Hamra Enterprises is a franchisee of Panera Bread® and operates 35 Panera Bread bakery-café's in the Greater Chicago area. Hamra Enterprises is a dynamic organization owned and founded in 1975 by the Hamra family. The company's headquarters is in Springfield, Missouri and includes six companies with over 3,500 employees in five states; Missouri, Illinois, Massachusetts, New Hampshire and Texas. Hamra Enterprises is committed to providing the highest quality products and services within the hospitality industry, creating exceptional experiences for people and communities by engaging each of its restaurant neighborhoods through community service, fundraising, and other philanthropic partnerships such as Boston Children's Hospital, Make-A-Wish of Illinois, Children's Miracle Network Hospitals, The Dave Thomas Foundation for Adoption and St. Jude's Children's Research Hospital. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on our website, [hamraenterprises.com](http://hamraenterprises.com).

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