



**Food as it should be.™**

## **PANERA BREAD® DEDHAM TO OPEN ON JULY 24**

Features Drive-thru, Table Service and Rapid Pick-Up for Guest Convenience

**July 24, 2018** – Panera Bread will relocate its current Dedham location at 797 Providence Highway to 687 Providence Highway, on July 14. The new 3,937 sq. ft. location features the latest Panera design with table service, drive-thru and outdoor patio seating.

On opening day the first 100 dine-in guests with any purchase will receive a will receive a Free You Pick Two® every month for a year certificate, and the first 20 drive-thru guests with any purchase will receive a Free Bagel Pack every month for a year certificate.

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 Palatine 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 relocating our bakery-cafe to better serve our guests in the Dedham community", said Mike Hamra, President & CEO of Hamra Enterprises. "Our former Dedham bakery-cafe has been embraced by the Dedham community since 2002, and we look forward to the latest design allowing guests to enjoy an enhanced experience while dining at Panera. The new location with a drive-thru will provide better access and together with the enhanced technology, guests may order and receive Panera without leaving their home or place of work."

### **The Panera Experience**

For eat-in guests, the bakery-cafe offers a warm and welcoming environment including various seating areas, comfortable chairs, free Wi-Fi Internet access, and an outdoor patio.

For those on the go, 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 2 weeks 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.

The entire Panera Bread menu will also be available to order through the bakery-cafe's drive-thru window during regular hours of operation.

**Food as it should be**



**Food as it should be.™**

Panera Bread began with a simple commitment: to bake fresh bread every day in our 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. In 2014, Panera issued a comprehensive Food Policy that expressed its commitments to clean ingredients, menu transparency and having a positive impact on the food system. This included a pledge to remove artificial additives (flavors, sweeteners, preservatives and colors from artificial sources) from the food in its U.S. bakery-cafes by the end of 2016.

### **Day-End Dough-Nation™ & Panera Gives**

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. In 2014, Panera bakery-cafes nationally donated a retail value of approximately \$100 million worth of unsold bread and baked goods to help neighbors in need through our Day-End Dough-Nation™ program. Panera also supports local charitable organizations through Panera Gives by donating a certificate or fresh bakery products.

### **An Active Community Partner**

As part of the local Community Breadbox program, all donations made by customers in the new Medford bakery-cafe will benefit [Boston Children's Hospital](#), a charity's primary pediatric teaching hospital of Harvard Medical School and the largest provider of health care to Massachusetts's children

Since 2011, 17 local franchise Panera Bread bakery-cafes have donated more than \$700,000 to Boston Children's Hospital. These 17 bakery-cafes were able to make this donation supporting the care and research at Boston Children's Hospital with the support of Boston-area residents, and through [Operation Dough-nation](#) initiatives such as the [cookie promotions](#), the Lemon-Aid for Kids campaign, as well as donations made at the cash register change box.

### **About Panera Bread**

[Hamra Enterprises](#) is a Panera Bread franchisee with 17 bakery-café's in the New England area. It 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 5,000 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 Make-A-Wish of Illinois, Boston Children's Hospital, 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 [hamraenterprises.com](#)

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