



Food as it should be.™

PANERA BREAD® TO OPEN NEW DESIGN BAKERY-CAFÉ IN DEERFIELD

CHICAGO, IL – February 5, 2020 – Panera Bread will open its newest bakery-cafe at 385 Lake Cook Road, Deerfield IL on Monday, February 10th, 2020. The new location features the latest Panera design with outdoor patio seating.

On opening day, the first 100 dine-in guests with any purchase will receive a Free You Pick Two® for a year certificate. The opening week celebration continues with 5 days of a surprise and delight gift card giveaways. Fifty MyPanera members will be surprised throughout the day with a gift card* from February 11-15. *While supplies last, one gift card per transaction.

“We are thrilled to open our newest bakery-café with a unique design and new features in Deerfield relocating from the old location on Waukegan Road said Mike Hamra, President & CEO of Hamra Enterprises, a franchisee of Panera Bread with 40 cafes throughout Chicagoland. “Deerfield is a community that we have served for over 21 years and we are excited that we now have a new location that will be conveniently located for the residences and those that do business in Deerfield – on the corner of Lake Cook and Waukegan Road.”

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 bread baked fresh daily in each bakery-cafe by skilled bakers.

A Neighborhood Approach

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

About Panera Bread

Thirty years ago, at a time when quick service meant low quality, Panera set out to challenge this expectation. We believed that food that was good and that you could feel good about, served in a warm and welcoming environment by people who cared, could bring out the best in all of us. To us, that is food as it should be and that is why we exist.

So, we began with a simple commitment: to bake bread fresh every day in our bakery-cafes. No short cuts, just bakers with simple ingredients and hot ovens. Each night, any unsold bread and baked goods were shared with neighbors in need.

These traditions carry on today, as we have continued to find ways to be an ally for wellness to our guests. That means crafting a menu of soups, salads and sandwiches that we are proud to feed our families. Like poultry and pork raised without antibiotics on our salads and sandwiches. A commitment to transparency and options that empower our guests to eat the way they want. Seasonal flavors and whole grains. And a commitment to removing or not using artificial additives (preservatives, sweeteners,



Food as it should be.™

flavors, and colors from artificial sources on our No list) in the food in our bakery-cafes. Why? Because we think that simpler is better and we believe in serving food as it should be. Because when you don't have to compromise to eat well, all that is left is the joy of eating.

We're also focused on improving quality and convenience. With investments in technology and operations, we now offer new ways to enjoy your Panera favorites – like mobile ordering and Rapid Pick-Up® for to-go orders and delivery – all designed to make things easier for our guests.

As of Sept. 24, 2019, there were 2,161 bakery-cafes in 48 states and in Ontario, Canada, operating under the Panera Bread® or Saint Louis Bread Co.® names. For more information, visit panerabread.com or find us on Twitter ([@panerabread](https://twitter.com/panerabread)), Facebook (facebook.com/panerabread) or Instagram ([@panerabread](https://instagram.com/panerabread)).

An Active Community Partner

As part of the local community, all donations made by guests in the new 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 ten years over 40 local bakery-cafes joined the community in contributing over \$1,000,000 to Make-A-Wish® Illinois to grant wishes.

About Hamra Enterprises

Hamra Enterprises is a Panera Bread franchisee with 40 bakery-café's in Illinois, 17 bakery-cafes in Massachusetts, and 13 bakery-cafes in Arkansas, Mississippi and Tennessee. It is a dynamic organization owned and founded in 1975 by the Hamra family with its headquarters in Springfield, Missouri and includes three restaurant brands and one hotel brand with over 7,000 employees in 9 states; Arkansas, Illinois, Kansas, Massachusetts, Mississippi, Missouri, New Hampshire, Tennessee 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 in Missouri and Kansas, The Dave Thomas Foundation for Adoption and St. Jude's Children's Research Hospital. For more information, visit hamraenterprises.com

###

Media Contact:

Eve Metheny

emetheny@teamhamra.com