



PANERA BREAD® OPENS NEW 24/7 BAKERY-CAFE AT BRIGHAM AND WOMEN'S HOSPITAL

Boston, February 21, 2023 – [Panera Bread](#) will open its newest bakery-cafe in the main entrance lobby at Brigham and Women's Hospital at 75 Francis Street, Boston, MA, on February 21, 2023, at 9:00 AM.

"We are thrilled to open our newest and the first 24/7 bakery-cafe in Brigham and Women's Hospital," said Mike Hamra, President & CEO of Hamra Enterprises, a Panera Bread franchisee. "Our bakery-cafes have been embraced throughout New England over the past 22 years, and we look forward to providing healthy food options in a clean, warm, and welcoming environment for all Brigham and Women's Hospital doctors, staff, patients, and caregivers and to support the wonderful work being done at the hospital."

While this will be Hamra Enterprises' first Panera location at Brigham and Women's Hospital, it will be its eighteenth in New England. It currently operates 66 Panera locations throughout Arkansas, Illinois, Massachusetts, Mississippi, and Tennessee.

Panera has expanded off-premise, and to-go options for customers, and guests can now order their Panera favorites via Rapid Pick-Up® on the Panera App and Website. This bakery-cafe will offer special conveniences to suit the needs and preferences of the on-the-go hospital staff and customers, such as more grab-and-go options around the clock.

Panera has made several innovations to its menu over the course of the last year, including their Unlimited Sip Club* as well as new items, including Chef's Chicken Sandwiches, Flatbread Pizzas, Toasted Baguettes, and more. By seamlessly integrating orders with the company's loyalty program—MyPanera®—guests can save their favorites, earn and track rewards, and receive one-to-one tailored content.

About Panera Bread

Panera Bread opened in 1987 as a community bakery, founded with a secret sourdough starter and a belief that sharing great bread is an expression of warmth and generosity. That vision holds true today with a robust menu of delicious, chef-curated recipes created with a simple principle: The Familiar, Made Fantastic™. At Panera, we serve food that we are proud to serve our own families, made with responsibly raised proteins and freshly prepared with Clean ingredients--food that does not contain the artificial preservatives, sweeteners, flavors, and colors from artificial sources set forth on our No-No list served in U.S. bakery-cafes. From crave-worthy soups, salads, and sandwiches to flatbread pizza and sweets, we offer our guests more than great food. Our ethos of generosity drives us to meet our guests where they are through technology and through our shared values. We are stewards of our communities and the planet — with programs like Day-End Dough-Nation® that donates unsold baked goods in the evening to local non-profits or labeling climate-friendly low-carbon [Cool Food Meals](#).

About Hamra Enterprises

[Hamra Enterprises](http://hamraenterprises.com) is a dynamic organization owned and founded in 1975 by the Hamra family with its headquarters in Springfield, Missouri, and includes three restaurant brands with over 6,000 employees in 8 states; Arkansas, Illinois, Kansas, Massachusetts, Mississippi, Missouri, New Hampshire, and Tennessee. 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. For more information, visit hamraenterprises.com.

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