



Media Contact:

Eve Metheny

emetheny@teamhamra.com

FOR IMMEDIATE RELEASE

PANERA BREAD® COMING SOON TO MEDFORD

Bakery-café with Drive-Thru this November

October 12, 2015 – Panera Bread has plans to open a new bakery-café with drive-thru in Medford at Fellsway Plaza before the end of the year at [499 Riverside Ave. Medford MA 02155](#). The new 4,000 sq. ft. location features the latest Panera design and a drive-thru for the convenience of Panera Bread guests.

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 Medford 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 a new bakery-cafe with a drive-thru in such a vital community, said Mike Hamra, President & CEO of Hamra Enterprises. Our bakery-cafes have been embraced by many surrounding communities in Massachusetts over the past 14 years, and we look forward to sharing the Panera warmth in Medford.”

Customized Guest Experience

For eat-in guests, the bakery-cafe in Medford offers a warm and welcoming environment including intimate seating areas, comfortable chairs, a community table and free Wi-Fi 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 guests 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.

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 Greater Boston in giving back through its local Day-End Dough-Nation™ and [Community Breadbox™](#) programs.



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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, 16 local franchise Panera Bread bakery-cafes have donated more than \$338,000 to Boston Children's Hospital. These 16 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.

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.

About Panera Bread

[Hamra Enterprises](#) is a franchisee of Panera Bread with sixteen bakery-cafes in Massachusetts. 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 3,500 employees in five states; Illinois, Massachusetts, Missouri, 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.

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