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## **AMERICANS SAY A GOOD BREAKFAST IS WORTH LOSING SLEEP OVER**

*Panera Bread® Survey Reveals Americans' Thoughts on the Day's Most Important Meal as the Company Introduces Grilled Breakfast Sandwiches*

**Richmond Heights, MO – April 1, 2008** – Forks down, Americans say they will opt for a good, hot breakfast over 15 extra minutes of sleep and, when it comes to what to eat, consumers' taste buds don't cut corners. According to a new survey conducted by Braun Research for Panera Bread, three quarters of respondents will cut their shut-eye short for a good breakfast. An equal percentage of consumers say freshness and quality ingredients are essential components of a good morning meal.

Helping to satisfy America's breakfast needs, Panera Bread is introducing the antithesis to the microwaved, processed breakfast sandwich. Panera's fresher sandwich alternative is for those who know you have to break a few eggs to make a great breakfast sandwich. "At Panera Bread we believe customers deserve a breakfast that is made by bakers, not microwaves – so we've developed a hand-crafted, made-to-order grilled breakfast sandwich that literally breaks the mold," said Panera Bread CEO and chairman Ron Shaich. "Our survey showed that 82 percent of consumers would prefer freshly-cooked eggs in their breakfast sandwiches and Panera is happy to oblige."

The survey offers a peek into Americans' breakfast habits, opinions and preferences:

### **America is a country of early birds who rely on breakfast to start the day right**

- Nearly half of Americans classify themselves as "early birds" (46%) rather than night owls (24%). Over three-quarters of Americans are awake by 7AM. Over 80% of Americans are ready and out the door in an hour or less.
- Fueling this "early bird" lifestyle, the majority (61%) of Americans eat breakfast everyday.
- Paying attention to mom's claim that breakfast is the "most important meal of the day," Americans confirm that a good breakfast does tip the scales in the right direction, boosting energy (56%), mood (44%), and productivity (40%).
- For a third of Americans starting with a good breakfast can even help curb snacking (36%) and makes them nicer to others: colleagues (29%) or a spouse/significant other (29%).

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**A good breakfast is worth losing sleep over and helps us face the day**

- Breakfast is an integral part of Americans' daily routine – so much so that three-quarters of respondents say they would opt for a good breakfast over 15 minutes of extra sleep.
- When Americans know their day will be tough, they look to a hot breakfast to help them face the morning – omelets (25%), breakfast sandwiches (23%), and pancakes (23%) are their fuel of choice.
- Americans also fess up that Mondays are when they crave a hot breakfast the most – coming back from weekends requires a good morning meal to remedy the Monday blues.
- Most would actually choose to have breakfast by themselves (37%) rather than with a local sports star (19%), a TV morning anchor (14%), or their mayor (6%).

**Americans want fresh breakfast options with quality ingredients -- and most can tell the difference**

- Three quarters (75%) of Americans eat out or purchase breakfast on occasion, while a third (32%) does so at least once a week.
- Nearly half (43%) of Americans say they aren't generally pleased with the taste and quality of available breakfast sandwiches.
- When Americans eat out they do not want overly processed ingredients in their breakfast sandwiches (36%), and say they are turned off by breakfast sandwiches with eggs that are reminiscent of a sponge (36%) and bread that can be hard or stale (36%).
- Most people prefer a fresh cooked egg in their breakfast sandwich (82%) and can tell if it's not (75%). Nearly everyone (90%) prefers that their breakfast sandwich be made fresh over frozen.

One thing is for sure - Americans say they want a good breakfast and not just any old breakfast offering will suffice. Starting April 2008, Panera Bread will be offering grilled breakfast sandwiches at participating bakery-cafes nationwide. The antidote to the microwaved, processed breakfast sandwich, Panera's new line of breakfast sandwiches are made fresh daily with exceptional quality ingredients – a combination of an all-natural egg, Vermont white cheddar cheese, Applewood-smoked bacon, or all-natural sausage, grilled between two slices of fresh-baked Ciabatta.

***About Panera Bread***

Panera Bread owns and franchises 1,167 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of December 25, 2007. With its identity rooted in handcrafted, fresh-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 0 grams added trans fat, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a wide variety of year-round favorites, complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the country, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access provided through a managed WiFi network. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>.

***About this survey***

The data is based on a survey conducted on behalf of Panera Bread by Braun Research from February 19-27, 2008 by phone by sampling Americans who eat breakfast. The sample included 500 nationally representative Americans and over samples of 200 individuals living in 11 different specific market DMAs. The margin of error for the national audience is +/-4% and for the local markets is +/-7%.