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Experience the Flavors of Fall at Panera Bread®

Participating Panera Bread Bakery-Cafes Share the Dough by Donating Proceeds from Purchases of Bread Loaves and Half-Dozen or More Bagel Orders

Richmond Heights, MO, August 26, 2009 – Those hoping to experience the flavors of fall should look no further than Panera Bread which is debuting a variety of colorful new menu items for the season. From protein-packed breakfast sandwiches to freshly-baked cookies, Panera offers delicious options for every member of the family this fall.

To enhance its comprehensive salad menu, Panera Bread is introducing the new BBQ Chicken Chopped Salad. Championed for its dynamic textural contrast, the salad features all-natural, antibiotic-free chicken, a fire-roasted corn medley and crunchy tri-color tortilla strips tossed on crisp, chopped romaine lettuce and is drizzled with a mild and sweet BBQ ranch dressing. The corn medley — a perfect balance for the other flavors of the salad — is a mixture of sweet Pacific Northwest corn, black beans, diced Poblano peppers, red bell peppers and red onions. The mixture is fire-roasted at over 1,000 degrees giving it a distinctive smoky taste.

“A combination of spicy and tangy flavors, this product is a savory addition that rounds out our salad line-up,” said Chef Dan Kish, Panera Bread’s vice president of food and former associate dean at The Culinary Institute of America. “Following the success of our Chopped Cobb Salad, we felt the BBQ Chicken Chopped Salad was a natural fit for our fall menu.”

For those looking for a satisfying and fresh sandwich at lunch, Panera is introducing its new Napa Almond Chicken Salad Sandwich. Built on Sesame Semolina bread, this chicken salad combines thin-sliced all-natural, antibiotic-free chicken, red seedless grapes cut fresh daily, sliced raw almonds, diced celery and a tastefully light, savory dressing. It is served with fresh tomatoes and crisp lettuce.

Panera’s breakfast menu is also getting a boost this fall with a delicious new Breakfast Power Sandwich. This grilled breakfast sandwich is made with all-natural, freshly-cracked eggs, a thin slice of Vermont white cheddar cheese and lean ham, all grilled between two slices of Whole Grain bread. This item provides the ideal balance of nutty, salty and tangy flavors. And with four grams of fiber and 22 grams of protein in less than 400 calories, it’s a healthful way to start the day.

“The Whole Grain miche is really what makes our Breakfast Power Sandwich so unique,” said Kish. “The sandwich boasts an earthy, nutty flavor. When grilled, the grains in the miche retain moisture, giving the bread a crunchy outside and chewy inside. It’s the right breakfast to warm you up and keep you satisfied all morning long.”

And for those looking to indulge, Panera Bread is also introducing a variety of new treats this fall. Chocolate lovers will celebrate the Fudge Brownies, a decadent blend of rich European-style cocoa powder, melted bittersweet chocolate and whole butter. Mixed with Macadamia nuts and chocolate and butterscotch chips, the Macadamia Nut Blondies have all the richness of the Fudge Brownies but are made with pure vanilla batter.

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On Thursday, September 10, 2009, participating Panera Bread bakery-cafes are inviting customers to taste the flavors of fall with samples of the new BBQ Chicken Chopped Salad, Breakfast Power Sandwich, Napa Almond Chicken Salad Sandwich, Fudge Brownies and Macadamia Blondies.

In addition, for customers who purchase a loaf of bread or half dozen or more bagels at participating Panera Bread bakery-cafes on September 10, Panera will *Share the Dough* by donating a portion of the proceeds to their local Operation Dough-Nation® organization. This is one way Panera Bread joins with its customers to support local communities. In 2008, Panera Bread bakery-cafes collectively donated a retail value of more than 50 million dollars worth of bread and baked goods to charitable organizations helping to address the need for food distribution in its local communities.

About Panera Bread

Panera Bread Company owns and franchises 1,276 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of June 30, 2009. 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 artificial trans fat per serving, 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 United States and in Canada, 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>. Panera also owns and franchises 69 bakery-cafes under the Paradise Bakery & Cafe® name as of June 30, 2009.)

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