



Contact: Linn Parrish, VP, Public Relations
314-256-5489 or Linn.Parrish@panerabread.com

Panera Bread® Celebrates the Season with New Classics and Returning Holiday Favorites

*Delicious Macaroni & Cheese, Cinnamon Crumb Coffee Cake
and a Classic Gingerbread Man Cookie Added to the Menu*

Richmond Heights, MO, November 4, 2009 – Panera Bread is celebrating the flavors of the holiday season with a new line-up of classic favorites, including a hearty Macaroni & Cheese, an old-fashioned Cinnamon Crumb Coffee Cake, a molasses Gingerbread Man Cookie and a spicy Gingerbread Latte. The beloved Holiday Bread and Cranberry Walnut Panettone bread will also return to bakery-cafes nationwide for a limited time.

The ultimate balance of comfort and decadence, Panera's new Macaroni & Cheese was more than three years in the making. In fact, the recipe went through more than 30 iterations with an ever-changing combination of more than 20 different cheese blends. The final recipe features a shell pasta enrobed in a blend of white cheddars, including natural Vermont White Cheddar, making for the perfect combination of sharpness and creaminess.

“The world didn’t need another mediocre mac & cheese,” said Chef Dan Kish, Panera Bread’s vice president of food and former associate dean at The Culinary Institute of America. “We traveled the country sampling as many varieties as possible, from local Mom & Pop diners to fine dining establishments. We took the best of what we found and made it our own, resulting in a delectable macaroni & cheese that pairs perfectly with the flavors of our signature salads and sandwiches.”

For those looking to satisfy their sweet tooth this season, Panera Bread is pleased to offer a new Gingerbread Man Cookie and Cinnamon Crumb Coffee Cake. Made from molasses, a blend of warm spices and simply decorated with white icing, currants and red candy coated pieces, the Gingerbread Man cookie is sure to inspire holiday cheer. The new Cinnamon Crumb Coffee Cake, made from an old-fashioned butter recipe, swirled with cinnamon, topped with a butter crumb topping and finished with powdered sugar, is an easy and delicious breakfast solution for a houseful of holiday guests or at the office.

Both treats can be enjoyed with the new Gingerbread Latte, an indulgent espresso drink made with foamed milk and gingerbread spice and topped with whipped cream and caramel syrup.

Panera's seasonal breads will also delight this winter for at-home entertaining or gift-giving. The Holiday Bread is made from a sweet egg dough mixed with honey, golden raisins, cranberries and chocolate chips, filled with apples and cinnamon sugar, baked with a streusel topping and drizzled with icing, while the Cranberry Walnut Panettone bread is handcrafted from a sweet dough made with egg, sugar, butter and cream cheese, filled with candied orange peel, cranberries and walnuts and topped with powdered sugar.

“From our creamy mac & cheese to our freshly-baked holiday breads, Panera will satisfy any craving this season,” commented Kish.

About Panera Bread

Panera Bread Company owns and franchises 1,362 bakery-cafes as of September 29, 2009 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® names. 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 zero 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>.

###