



Linn Parrish
VP, Public Relations
linn.parrish@panerabread.com
(314) 256-5489

Panera Bread® Introduces New Menu Items to Start 2010 Off Right

Celebrate the New Year with Select Healthy, Low-Fat, Vitamin-Rich Options

RICHMOND HEIGHTS, MO, January 13, 2010 – Panera Bread embraces the New Year with new menu options for those looking to start the year off right. With the introduction of a new protein option to Panera’s product line-up, salmon-lovers can relish three new options: the Mediterranean Salmon Salad, Salmon Caesar Salad and Salmon Club Croissant. Those looking for better-for-you options will welcome the new Low-Fat Garden Vegetable Soup with Pesto and the Low-Fat Black Cherry Smoothie. Adding to its breakfast options, Panera combines two of its morning favorites to create the Asiago Bagel Breakfast Sandwich. Finally, in celebration of the season, dessert-lovers can indulge in a variety of seasonal cookies, including Valentine’s Day cookies. The beloved Irish Soda Bread and Hot Cross Buns will also return to participating bakery-cafes nationwide for a limited time.

A recipe five years in the making, the Mediterranean Salmon Salad marries ingredients that Panera’s culinary team loved individually, but didn’t know how to best use on the menu.

“Our new Honey Tangerine Vinaigrette tasted so good on its own, but we really didn’t know how to bring this unique citrus flavor to our menu,” said Chef Dan Kish, Panera’s Vice President of Food and former associate dean at The Culinary Institute of America. “Once we paired it with our salmon filet, we knew we had finally found the right flavor combination for our menu.”

The Mediterranean Salmon Salad combines a chilled Atlantic salmon filet, baby Kalamata olives, Feta cheese, mandarin oranges, sliced almonds and red onions on a bed of romaine lettuce, all tossed with Honey Tangerine Vinaigrette. Made with honey, vinegar, tangerines and oranges, the dressing brings a bright citrus flavor to the salad that pairs well with the clean flavors of the tender salmon.

“This salad offers a unique balance of Mediterranean flavors,” said Chef Kish. “From the sweetness of the honey in the dressing to the creaminess of the Feta cheese, this salad will invigorate every taste bud.”

Joining the Mediterranean Salmon Salad on the menu are the Salmon Caesar Salad and Salmon Club Croissant. The Salmon Caesar Salad features chilled Atlantic salmon filet served on a bed of romaine lettuce, with Asiago cheese, homemade Asiago cheese croutons and Panera’s signature Caesar dressing. The new Salmon Club Croissant combines the chilled Atlantic salmon filet with Applewood-smoked bacon, lettuce, tomato and Panera’s zesty tomato aioli sauce, served on a freshly-baked croissant.

For those looking to manage their diets in the New Year, Panera has added two new low-fat options to its menu. The new Low-Fat Garden Vegetable Soup combines diced tomatoes, sliced

zucchini, yellow beans, Swiss chard, cauliflower, bell peppers and pearled barley in a steamy tomato broth. Once the soup is poured, a nut-free basil pesto is swirled in to complete the flavor. Those looking for more healthy options can also choose Panera's new Black Cherry Smoothie. Made with organic, low-fat Stonyfield Farm yogurt and blended with ice and fruit puree, this frozen treat is under 300 calories. It is also an excellent source of calcium and vitamin C and provides 100% of the daily value of vitamins B6 and B12.

Enhancing its breakfast sandwich line-up, Panera debuts its new Asiago Bagel Breakfast Sandwich this January. "While inspiration for our new products routinely comes from our culinary team, this sandwich was actually inspired by our customers," said Kish. "We learned that our customers were combining two of their favorite breakfast options, the Asiago Bagel and Breakfast Sandwich, into one. Our culinary team tried this unique combination and immediately loved this crave-able flavor profile so much; we had to bring it to the menu."

The sandwich combines a freshly cracked egg, Vermont White Cheddar Cheese and two strips of Applewood-smoked bacon grilled together on Panera's tangy Asiago Cheese bagel.

Panera's signature Asiago Cheese bagels are made with two kinds of Asiago cheese: a medium, nutty variety aged for six months is baked into the dough and a fresh variety that turns golden brown in the oven is sprinkled on top for a perfect finish to the bagel. When the bagel is grilled in the Panini press, the Asiago sprinkled on the bagel caramelizes for a satisfying crunch.

For those looking to indulge, Panera is celebrating upcoming holidays with two new sugar cookies. The Valentine's Day Cookies feature heart-shaped shortbread, topped with pink icing and sugar. The Bunny Cookies are made of bunny-shaped shortbread and are topped with yellow icing and pink sugar. Returning holiday classics, Irish Soda Bread and Hot Cross Buns, will also be available for a limited time. A St. Patrick's Day favorite, Panera's Irish Soda Bread is made from a non-traditional recipe of buttermilk, currants, eggs and a hint of caraway. A Lenten season tradition, the Hot Cross Buns combine soft egg bread that melts in your mouth with raisins, pieces of candied orange zest and a sweet icing topping.

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 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>.

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