



For more information, contact:
Linn Parrish
(314) 256-5489
linn.parrish@panerabread.com

FOR IMMEDIATE RELEASE

Customers Vote Panera Bread® Most Popular in 2010 Zagat Survey

America's Leading Bakery-Cafe Concept Also Recognized for Best Salad and Top Facilities

ST. LOUIS, MO, August 16, 2010 – Zagat Survey®, the world's leading provider of consumer survey-based leisure information, has named Panera Bread (NASDAQ: PNRA) the Most Popular large restaurant chain in the United States in its 2010 Zagat Fast-Food Survey. Panera Bread topped the list of 90 restaurants in this category (defined as chains with less than 5,000 locations). Panera Bread was also recognized with number one rankings for its salads and facilities.

Survey respondents separately rated each chain's food, facilities and service on Zagat's signature 30-point scale. More than 6,500 diners participated in the 2010 survey.

"It is an honor to be recognized by our customers as their favorite restaurant for a second consecutive year," said Bill Moreton, Chief Executive Officer and President of Panera Bread. "We strive to provide our customers with wholesome, quality menu options and a relaxing environment in which to enjoy their meal. This recognition serves as great reinforcement for Panera Bread to keep giving our customers the dining experience they love."

Panera Bread also ranked second for Healthy Options, Best Value and Best Breakfast Sandwich in its category.

"Panera is particularly proud to be recognized in the food categories of this year's Zagat survey," said Scott Davis, Panera's Executive Vice President and Chief Concept Officer. "We've worked hard to create wholesome, cravable menu items, like our salads and breakfast sandwiches, and we're very pleased our customers can taste the care that goes into each bite."

About Panera Bread

Panera Bread Company owns and franchises 1,399 bakery-cafes as of June 29, 2010 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® names. With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust. Nearly all of our bakery-cafes have a menu highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients, with zero grams of artificial trans fat per serving, which provide flavorful, wholesome offerings. Our 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 this country and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, www.panerabread.com.

###