

Panera Bread® Launches Single-Serve Coffee Cups

Extends the Panera Coffee Experience At Home

St. Louis, MO, November 19, 2013 – Panera Bread®, the quick casual restaurant leader which owns and franchises over 1,700 bakery-cafes, is introducing its first Single-Serve Coffee Cups in select U.S. retailers nationwide.

Panera Bread's Single-Serve Coffee Cups combine the at-home convenience of single-serve brewing systems with the fresh and flavorful Panera coffee experience. The Cups are designed for use in single-serve coffee machines, such as select Keurig®-brand brewers, and are available in four varieties: Dark Roast, Light Roast, Colombia and Hazelnut Crème.

Panera Bread partnered with Distant Lands Coffee, which sources the coffee served at Panera Bread bakery-cafes, to develop its Single-Serve Cups. The Single-Serve Cups feature the same high quality coffee served at Panera Bread® bakery-cafes and include Distant Lands' patented Fresh-Valve™ on each Cup lid to allow coffee to be packed fresh immediately after roasting. The Cups include a dual filter system: one filter allows natural flavors and oils to pass through, while the second catches grounds, to maximize taste and quality.

"Our customers appreciate the level of care we put into our menu, like our commitment to fresh coffee, on the hour, in every bakery-cafe," said Stephanie Crimmins, Vice President, Panera Bread. "With Panera Single-Serve Cups we are offering them the same fresh coffee experience in their own kitchen."

In addition to Panera Bread's new Single-Serve Coffee Cups, the company offers bagged ground coffee at select retailers.

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About Panera Bread

As of September 24, 2013, there are 1,736 bakery-cafes in 45 states and in Ontario, Canada operating under the Panera Bread®, Saint Louis Bread Co.® or Paradise Bakery & Cafe® names. We feature high quality, reasonably priced food in a warm, inviting and comfortable environment. 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, and 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 the United States 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 our website, <http://www.panerabread.com>.

About Distant Lands Coffee

Founded in the lush farmlands of Costa Rica more than four decades ago, Distant Lands Coffee provides the world's finest specialty coffees to its customers and partners in the United States and around the world. As the only vertically integrated specialty coffee company, Distant Lands ensures the quality, freshness and flavor of its coffee by controlling the supply from seed to cup. Its customers include leading grocery and food service companies in North America. The company's operating divisions include coffee farms and mills, green coffee trading, multi-national quality control services, and roasting plants in Seattle, WA and Tyler, TX. For more information, visit www.dlcoffee.com.

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