Bulk Gift Cards for Incentives, Rewards, & Recognition

Panera Bread Bulk Gift Card User Guide

Create an Account

1. Go to panerabread.com/bulkgiftcards.
2. Click "Sign Up." Have your organization's Employer Identification Number (EIN) or Tax ID on hand. Note: this is not your Social Security Number (SSN).
3. **Fill out the registration form, then click "Submit."**
4. After account approval, set your password by clicking the "Set Password" link in your "Your Panera Bread B2B application was approved" email. This email will come from do-not-reply@wgiftcard.com and **expires in 24 hours**.
5. After you set your password, you can login at panerabread.com/bulkgiftcards.

Note: Application approval can take one business day if your application is accurate and supplemental documentation is provided. To expedite the application approval process, please provide your organization's *full* Employer Identification Number or Tax ID.

Order eGift Cards

1. Sign into your account. "eGift Cards" will be selected by default.
2. Scroll right to select a denomination – $10, $25, $50 or variable.
3. Choose a delivery method: (1) Send to Recipients – Single Recipients, (2) Send to Recipients – Multiple Recipients, or (3) Send Links to Me. Note: To include a personal message for the "Single Recipients" delivery method, add it to the "Personalization Details" section. For the "Multiple Recipients" method, add the message to the .csv file. Messages cannot be added with the "Send Links to Me" method.

The "Send to Recipients – Multiple Recipients" delivery option requires a .csv file upload.

- The file size should be less than 1MB
- Fields may include: recipient first name, last name, email (required), phone, personal message, sender name, denomination and card quantity. Note: If the sender name is not included, the email sender name will default to account holder name.
- The uploaded data will be used to personalize the gift card
- The personal message is included in the recipient's email and can be different for each recipient
- Column headers must be omitted
- There should be no blank columns or rows
- Character limits are:
  First name, last name and sender name: 50 each
  Personal message: 500
  Email: Unlimited

  Example File Layout:

John	Smith	josmith@example.org	(555) 555-1234	A special gift for you!	Sender Name	me@example.org	10	1
Jane	Smith	jasmith@example.org	(555) 555-2345	Thank you!	Sender Name	me@example.org	25	1

4. Schedule the delivery of your gift cards to "Send now" or "Send later". Note: future delivery orders can be scheduled up to 6 months in advance. This does not apply to the "Send Links to Me" delivery method where links will be available for download shortly after order approval.
5. If you selected the "Send to Recipients – Single Recipient" or "Send Links to Me" delivery methods, assign the gift card amount and quantity.
6. Click "Add to cart".
7. To place your order, click "Check Out". Orders are approved within 1 business day of payment receipt.
8. After your order is placed, you may download an invoice from your account pull down. Click "History", "View Order Details" and then "Invoice". Order confirmation will also be emailed to you.
9. Once your order has processed, you will be able to download a file containing your order's gift card numbers. Click "History", locate your recent order, click the Excel icon and then click "Download XLXS file". The numbers will download via an Excel file. This is applicable for all digital orders including 'Send Links to Me' option. **Bulk gift cards arrive active. Please store your cards in a secure location.**

Note: Unless future delivery order is scheduled, "Send to Recipients" eGift cards are typically emailed within a few hours of order approval.

If recipients have not received their eGift Card, please direct them to check their spam/junk folder. If they are still unable to locate their eGift Card, email PaneraBulkGC@panerabread.com with the email address previously used and an updated address.

Order Plastic Gift Cards

1. Sign into your account.
2. Click "Plastic".
3. Scroll right to select a denomination – $10, $25, $50 and variable. Variable gift cards can be valued for any amount from $2-$200.
4. Enter your shipping information.
5. If you selected the variable gift card, assign the gift card value in the amount section.
6. Enter the "Quantity".
7. Click "Add to cart".

8. To place your order, click "Check Out". Orders are approved within 1 business day of payment receipt.
9. After your order is placed, you may download an invoice from your account pull down. Click "History", "View Order Details" and then "Invoice". An order confirmation will also be emailed to you.

Once your order is processed, you will be able to download a file containing your order's gift card numbers. Click "History", locate your recent order, click the Excel icon and then click "Download XLXS file". The numbers will download via an Excel file. Note: Plastic gift cards will ship 1 business day after payment receipt. When you receive your plastic gift cards will depend on the shipping method you chose when you placed your order. A tracking number will be emailed to you 2-3 days after order approval. **Plastic bulk gift cards arrive active. Please store your cards in a secure location.**

Credit Card Payments

- Credit Card orders are approved within 1 business day of payment receipt.
- If you are receiving an error while placing your payment, please follow the instructions below:
    1. Update your browser
    2. Try a different browser
    3. Verify that the billing information entered during checkout matches what your credit card company has on file.
    4. Contact your credit card company to ensure that they are not flagging your purchase. If this is the case, clear or pre-approve the purchase with them.

    If this issue continues, please email PaneraBulkGC@panerabread.com the following:
    1. The name on the credit card
    2. The last four numbers on the card
    3. A screenshot of your entire screen with the error message
    4. Your IP address. Find this by Googling "what's my IP".

ACH, Check, Wire and CCA Payments

If you are paying by check, ACH or wire transfer, see payment instructions below. **Note: orders will not be processed until payment is received**.

ACH Payment Instructions:
Send payment to:
      Company Name –Bakery Cafe Cards LLC
      Bank - Bank of America
      Account number – 354006851161
      Routing Transit/ABA number – 081000032

Check Payment Instructions:
Make checks out to Panera Bread. Mail it here with a tracking number:
      Attn: Yolanda Perales
      3630 S. Geyer Road
      St. Louis, MO 63127
Email the tracking number to PaneraBulkGC@panerabread.com.

Wire Transfer Payment Instructions:
Send payment to:
      Company Name –Bakery Cafe Cards LLC
      Bank - Bank of America
      Account number – 354006851161
      Routing Transit/ABA number – 026009593

CCA Payment Instructions:
Panera Catering clients can pay by CCA by wiring payment or mailing checks for the order amount. Gift cards will be activated and sent _after_ confirmation of payment receipt.
Pay by ACH by wiring payment for the order amount to:
      Bank - Bank of America

Order History

- After your order is placed, you may download an invoice from your account pull down. Click "History", then click "View Order Details" and then click "Invoice". Order confirmation will also be emailed to you.
- Once your order is processed, you will be able to download a file containing your order's gift card numbers. Click "History", locate your recent order, click the Excel icon and then click "Download XLXS file". The numbers will download via an Excel file. If you ordered digital gift cards, the file will also contain the digital gift card links. **Bulk gift cards arrive active. Please store your cards in a secure location.**

Password Reset

Go to panerabread.com/bulkgiftcards and click "Forgot Password?". You will receive an email with the subject: "Set or change your Panera Bread B2B password". Click the "Set Password" link to reset your password. **The link will expire in 24 hours.**

Additional Resources

Bulk Gift Card FAQs are linked here.
Contact: 833-PAN-CARD or PaneraBulkGC@panerabread.com
If you are looking to place a gift card order for less than the bulk gift card minimum, please head to panerabread.com/en-us/gift-cards.html.