



Panera Continues Loyalty Innovation as First National Restaurant to Use Amazon One for Loyalty Identification and Payment

Amazon One Palm Recognition Technology Will Bring Increased Personalization and Convenience to MyPanera Members and Quicken In-Bakery-Cafe Ordering

ST. LOUIS – March 22, 2023 – Today, Panera Bread announced its planned rollout of Amazon One as a loyalty identification for [MyPanera](#), its industry-leading loyalty program with 52+ million members, and a contactless payment method. The technology is deployed at select bakery-cafes in Panera’s hometown of St. Louis with plans to expand to additional locations in the coming months. Panera is the first national restaurant company to use Amazon One as both a way for guests to pay and access their loyalty account with their palm.

Amazon One will bring an even more personalized touch to the Panera dining experience. Guests who link their [MyPanera account](#) to Amazon One will enjoy the convenience of fast payments, as well as tailored meal recommendations from Panera associates based on their preferences and previous orders. After a simple scan of the palm, Panera associates will be able to greet guests by name, communicate their available rewards, reorder their [favorite menu items](#), or take another order of their choice, extending the guest experience into a true and meaningful relationship. When they are done ordering, guests can simply scan their palm again to pay.

First-time Amazon One users can pre-enroll online or sign up when placing their Panera order in the bakery-cafe. It takes a minute for a Panera guest to link their credit card and MyPanera account to their Amazon One ID. If a Panera guest has previously enrolled in Amazon One at Amazon Go, Amazon Fresh, Whole Foods Market or other locations such as airports and stadiums, they will not need to re-enroll at Panera – they simply link their MyPanera account to their Amazon One ID online or in store. Enrollment in Amazon One is voluntary and includes opt-in consent, and guests can choose to use Amazon One for loyalty linking, payment or both.

“Collaborating with Amazon Web Services to bring this service into our bakery-cafes is a natural extension of the tech-forward, guest-centric digital thinking that Panera is known for,” said Niren Chaudhary, CEO of Panera Bread and Panera Brands. “Our philosophy has been centered around leveraging best-in-class technology to create a better Panera experience and using that to deepen our relationship with our loyal guests. Introducing Amazon One, as a frictionless, personalized, and convenient service, is another way we’re redefining the loyalty experience.”

“With one of the largest and most successful loyalty programs in the country, Panera wanted to make it even easier for its guests to access their rewards and have a more customized café experience,” said Dilip

Kumar, Vice President, AWS Applications. “We’re proud to collaborate with Panera on the rollout of Amazon One and elevate the guest experience by providing a simple, fast, and effortless way to complete their order so they can spend more time enjoying their meal.”

As a leader in digital in the restaurant industry, Panera Bread is committed to providing innovative tech-driven solutions for its guests. Guest participation is opt-in only and Panera does not store personal palm data.

Any private and personal data shared via Amazon One is securely stored and protected by multiple security controls, and palm images are never stored on the Amazon One device. All images are encrypted and sent to a highly secure area custom-built for Amazon One in the cloud where palm signatures are created. Amazon One is an optional service. For more information, visit [Amazon One’s website](#).

To learn more or [join MyPanera](#) today, visit [PaneraBread.com](#).

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About Panera Bread

Panera Bread opened in 1987 as a community bakery, founded with a secret sourdough starter and a belief that sharing great bread is an expression of warmth and generosity. That vision holds true today with a robust menu of delicious, chef-curated recipes created with a simple principle: The Familiar, Made Fantastic™. At Panera, we serve food that we are proud to serve our own families, made with responsibly raised proteins and freshly prepared with Clean ingredients--food that does not contain the artificial preservatives, sweeteners, flavors, and colors from artificial sources set forth on our [No-No list](#) served in U.S. bakery-cafes. From crave-worthy soups, salads and sandwiches to flatbread pizza and sweets, we offer our guests more than great food. Our ethos of generosity drives us to meet our guests where they are through technology and through our shared values. We are stewards of our communities and the planet — with programs like Day-End Dough-Nation® that donates unsold baked goods in the evening to local non-profits, or labeling climate-friendly low carbon [Cool Food Meals](#).

As of February 28, 2023, there were 2,113 bakery-cafes, company and franchise, in 48 states and in Ontario, Canada, operating under the Panera Bread® or Saint Louis Bread Co.® names. Panera Bread is part of Panera Brands, one of the largest fast casual restaurant companies in the U.S., comprised of Panera Bread®, Caribou Coffee® and Einstein Bros.® Bagels. For more information, visit [panerabread.com](#) or find us on Twitter (@panerabread), Facebook ([facebook.com/panerabread](#)) Instagram (@panerabread) or TikTok (@panerabread).