



**LOVE IS IN THE AIR AT PANERA WITH NATIONWIDE “BAEGEL” VALENTINE’S DAY DEAL AND  
MYPANERA® DAYS CELEBRATION**

*MyPanera members that order a NEW Asiago Bagel Stack can score one for that special someone on February 13 & 14 with code “BAEGEL”*

*Panera is also celebrating its love for MyPanera members with special deals from February 12 - February 22*

**February 10, 2025 – St. Louis, MO** – This Valentine's Day, Panera is sharing the love with a special BAEGel promotion offering a buy-one-get-one-free deal on its new Asiago Bagel Stack sandwiches on February 13 and 14. That’s right, when using the code “BAEGEL” with the purchase of an Asiago Bagel Stack, MyPanera members can get a second Bagel Stack for their *bae* or special someone for free. This limited-time, special deal is available on February 13 and 14 as part of MyPanera Days, a celebration full of deals and special rewards for MyPanera loyalty members from February 12-22.

Panera’s new, limited-time Asiago Bagel Stacks combine the cheesy flavor of Panera’s signature Asiago Bagel with a selection of bold, satisfying flavors for a delicious and hearty meal at lunch or dinner for \$7.99 each\*. Asiago Bagel Stacks come in three delicious varieties including Chicken Roma, Spicy Steak and Zesty Tuscan.

To keep the love going throughout the week, MyPanera Days are back, showering MyPanera members with love through over a week of exclusive offers. Here's what MyPanera members can expect throughout the celebration\*\*:

- **Earn a Digital Bonus Card:** Spend \$25 on web or via the Panera app between February 12-22 and earn a \$10 digital bonus card
- **BOGO Asiago Bagel Stacks:** Use code “BAEGEL” on February 13 and 14 to get a free Asiago Bagel Stack sandwich when you buy one
- **Free Delivery:** Free delivery on orders over \$25 is here to stay as an ongoing MyPanera benefit
- **Gift Card Discount:** 20% off online gift card purchases
- **Unlimited Sip Club:** Join the Unlimited Sip Club® for \$5/month for 5 months +tax or snag an annual plan for just \$99 +tax
- **Catering Offer:** Enjoy \$30 off a catering order of \$150 or more
- **One-Day Reward Drops:**
  - **February 17:** Get \$2 off any size mac & cheese
  - **February 20:** Enjoy a Surprise Offer based on your Panera faves

“Our MyPanera members inspire us with their loyalty all year long, and this Valentine’s Day, we’re excited to share the love,” said Mark Shambura, Chief Marketing Officer, Panera Bread. “Our new Asiago Bagel Stacks are already a fan favorite, so we created a special MyPanera Days offer to make enjoying – and sharing – them even more special.”

To learn more about upcoming Panera offers, sign up for MyPanera or to place your order today, download the Panera app or visit PaneraBread.com.

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*\*Price may vary by location. Available for limited time only at participating cafes. Price excludes taxes/fees/charges and upcharges for modifications. Menu prices for delivery are higher and fees apply. Delivery order minimum \$8-10 applies exclusive of any taxes/fees/charges (varies by location). While supplies last.*

*\*\*Terms and restrictions apply. For full details and offer terms for MyPanera Days, visit: [panerabread.com/mypanera](https://panerabread.com/mypanera).*

## **About Panera Bread**

Our first cafe opened in 1987, founded with a secret sourdough starter and the belief that the best part of bread is sharing it. That vision led to the invention of the Fast Casual category with Panera at the forefront, serving as America's kitchen table centered around our delicious menu of chef-curated recipes that are crafted with care by our team members. We make food that we are proud to serve our own families, from crave-worthy soups, salads and sandwiches to mac & cheese and sweets. Each recipe is filled with ingredients we feel good about and none of those we don't because we are committed to serving our guests food that feels good in the moment and long after. While our company is now over 2,200 cafes strong, our values and belief in the lasting power of a great meal remain as strong as ever. We spend each day filling bellies, building empowered teams and inspiring communities. Nothing beats breaking bread together.

As of January 28, 2025 there were 2,218 cafes, company and franchise, in 48 states and Washington D.C., 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](https://panerabread.com) or find us on X(@panerabread), Facebook ([facebook.com/panerabread](https://facebook.com/panerabread)) Instagram (@panerabread) or TikTok (@panerabread).

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