



## **PANERA BREAD CREATES TRANSFORMATION & STRATEGY OFFICE AND ANNOUNCES NIKKA COPELAND AS SENIOR VICE PRESIDENT**

**June 25, 2025 – St. Louis, MO** – Panera Bread, a leader and pioneer in the fast casual restaurant industry, today announced Nikka Copeland has joined as Senior Vice President of the newly created Office of Transformation & Strategy. In this role, Copeland will manage the strategic execution of Panera’s three-year growth plan, driving business model clarity that will be instrumental as the company transforms for sustained performance and growth. Copeland joined the Panera Executive Team on June 24, reporting to CEO Paul Carbone.

A respected transformation strategist and thought partner, Copeland brings a strong track record of leading complex global transformations, unlocking performance and scaling growth throughout more than 20 years of experience across multiple industries including food service. She is known for leading enterprise-wide initiatives, aligning people, process and technology around strategic outcomes to foster high-performing cultures.

“I look forward to working closely with Nikka as we develop and execute our strategic plan to build a culture of highly engaged and empowered teams, deliver an exceptional guest experience and increase franchisee profitability,” said Paul Carbone, Chief Executive Officer, Panera Bread. “Nikka brings a wealth of experience in finance, strategy and operations that will prove invaluable as we create the blueprint to scale and grow Panera for the future.”

Most recently, Copeland served as SVP, Business Services Domain Lead at World Kinect, a leader in the global energy industry. Prior to that, she was World Kinect’s SVP, Finance. She also held finance and strategy positions at National Grid, Aflac and Burger King Corp. Copeland received a bachelor’s degree in economics from Univerzitet ‘Sv. Kiril I Metodiji’ vo Skopje in the Republic of North Macedonia, a master’s in business administration from University of Oklahoma, and is a graduate of the advanced management program at Harvard Business School.

“I’m excited to join Panera at a time of such remarkable growth potential and to work alongside a talented team to drive meaningful change that brings purpose and strategy together into action,” said Nikka Copeland, SVP, Office of Transformation & Strategy, Panera Bread. “Together, we will focus on delivering a great guest experience, high-quality food and good value to accelerate Panera’s momentum and transform the company for sustained growth and profitability.”

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### **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 FastCasual 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 more than 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 June 3, 2025 there were 2,197 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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