



Panera, PEPSI® and STARRY® Team Up with Rugby Star Ilona Maher for “Summer of Free Sips”

ST. LOUIS, MO, June 3, 2025 — Panera Bread knows the perfect summer complement to any salad, sandwich or soup is a refreshing sip—and unlimited sips are the ultimate flex. So just in time to kick off summer, Panera, PEPSI® and STARRY® are partnering with rugby star and social media sensation Ilona Maher to give guests an unbeatable offer with the launch of "Summer of Free Sips" – three free months of membership to Panera’s Unlimited Sip Club®.*

New subscribers who sign up between today and June 30 will receive three full months of endless fountain drinks, iced and hot coffee, teas and more - ready to pair perfectly with summer picnics, road trips, pool days and even post-workout cool downs.

From being a star athlete to a social media sensation, Ilona Maher is a member of many clubs that people only dream about joining. For Maher, however, there’s only one that quenches your thirst for a great value and unbeatable variety: Panera’s Unlimited Sip Club.

Panera’s Unlimited Sip Club is the gold standard summer membership, and the new Summer of Free Sips offer gives new subscribers all the perks, including:

- A new drink every two hours
- Over 20 drink options including Pepsi-Cola® fountain favorites
- Ordering via the Panera app or in-cafe
- Flexibility that fits all your summer plans

“Our guests love the choice and variety that comes with the Panera Unlimited Sip Club, and this summer, we’re partnering with PEPSI®, STARRY® and Ilona Maher to take it to the next level,” said Mark Shambura, Chief Marketing Officer, Panera. “Whether you’re poolside or powering through your day, we’re making it easy – and fun – to sip all summer long.”

To learn more and to claim three months free for a summer of sipping, download the Panera app or visit www.PaneraBread.com/UnlimitedSipClub today.

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 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 April 29, 2025 there were 2,223 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 or find us on X (@panerabread), Facebook (facebook.com/panerabread) Instagram (@panerabread) or TikTok (@panerabread).

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated nearly \$92 billion in net revenue in 2024, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that puts sustainability and human capital at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit www.pepsico.com, and follow on [X \(Twitter\)](#), [Instagram](#), [Facebook](#), and [LinkedIn](#) @PepsiCo.

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*New subscribers who sign up for a monthly Unlimited Sip Club subscription from 12:00am PT on June 2, 2025 through 11:59pm PT on June 30, 2025 will receive their first three months of an Unlimited Sip Club subscription for free. A new subscriber is a person that has never had an Unlimited Sip Club subscription through any name, email address, address, or phone number. Offer will be revoked if Panera determines, in its sole discretion, that person has another active Unlimited Sip Club subscription. Not valid with any other coupon or offer. Offer may expire or be terminated by Panera without notice due to error, fraud, computer error, electronic or technical malfunctions, or other unusual or unexpected circumstances. Other restrictions may apply. **General Unlimited Sip Club Terms:** Unlimited Sip Club subscription is available for registration and redemption in participating US cafes. Must be MyPanera member and at least 18 years of age to register. Registration available online only (including in-cafe kiosk). **You may cancel at any time. If you do not cancel either before your renewal date or the expiration of any promotional or trial subscription offer, your stored payment method will automatically be charged \$14.99 plus tax for a monthly subscription and will be charged on a recurring monthly basis every 30 days thereafter unless you cancel your subscription. To cancel subscription online, visit Manage**

Subscription section at www.panerabread.com/UnlimitedSipClub or on the Panera app. Subscription provides eligible subscribers the following subscription benefits: drip hot coffee, iced coffee, hot tea, fountain soda beverages, and bubbler drinks (e.g., iced teas, lemonades, and other bubbler beverages) once every two hours during normal bakery-cafe business hours, including unlimited refills. Beverages may vary by location and time of day. Excludes all other beverages, including, without limitation, packaged beverages, smoothies, frozen blended drinks, hot chocolate, cold brew iced coffee, and espresso and cappuccino beverages. Customizations, including, without limitation, added espresso and syrups (e.g., vanilla, chocolate, cinnamon, and caramel) are not included in subscription monthly price. Upcharges apply. Other additions (e.g., milk, skim milk, almond milk, half & half, and sweeteners) are included in monthly subscription price but availability may vary by location and time of day. Limit one subscription per person. Excludes catering orders and orders placed on third-party delivery sites. Panera reserves the right in its sole discretion to offer additional or different subscription benefits to members based on geographic location, home bakery-cafe, program participation, period of recurring subscription, or other criteria. Other restrictions may apply. Visit [here](https://www.panerabread.com/en-us/mypanera/subscription/terms-and-conditions.html) for complete terms: <https://www.panerabread.com/en-us/mypanera/subscription/terms-and-conditions.html>.