



ANDREW REBHUN JOINS PANERA BREAD AS CHIEF MARKETING OFFICER

Boston, MA – August 6, 2026 – Panera Bread today announced that Andrew Rebhun has joined the company as Chief Marketing Officer (CMO). Mr. Rebhun will lead all aspects of marketing at Panera, including Brand & Creative, Digital & Loyalty, Menu Innovation and Media. Rebhun will be based out of Panera's current support center in Newton, MA and report to Chief Executive Officer Paul Carbone. He joins the company's executive leadership team on August 17.

"I am thrilled to welcome Andy to my leadership team at Panera. His extensive expertise in the restaurant industry and focus on brand building, customer engagement, loyalty and growth strategy will be invaluable as we continue to transform our business," said Paul Carbone, Chief Executive Officer, Panera Bread. "Andrew brings a strong track record of delivering impact and I look forward to the vision and energy he will bring to our business as we work to deepen our relevance and drive demand with our guests."

Mr. Rebhun brings extensive restaurant and consumer marketing experience, having led growth, brand transformation, digital commerce, loyalty, and customer experience initiatives for leading restaurant brands. Most recently, as Chief Marketing & Experience Officer at CAVA, he oversaw Brand, Marketing, Digital, Loyalty, Communications, Catering and Guest Experience during a period of rapid growth and national expansion. Previously, as CMO of El Pollo Loco, he led the company's marketing and digital transformation, accelerating loyalty and e-commerce growth. He also held several marketing leadership roles at McDonald's, where he helped scale key digital and delivery initiatives.

Rebhun succeeds current CMO Mark Shambura in the role, who departs the company this month. Shambura played a significant role in shaping the company's brand evolution and rapid menu innovation.

"Mark has been instrumental in helping launch our Panera RISE strategy and leading his team to set the foundation for Refreshing Our Menu and Igniting Value," Carbone said. "We are grateful for his leadership, his partnership across the organization and the many contributions he has made to strengthening our brand, advancing our strategy and supporting our people."

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About Panera Bread

Our first bakery-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 about 2,200 bakery-cafes strong, our values and belief in the lasting power of a great meal remain as strong as ever. We spend each day elevating everyday meals into moments of comfort, connection and joy. Nothing beats breaking bread together.

As of July 28, 2026, there were 2,251 bakery-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).