PANERA CELEBRATES THE SEASON'S PERFECTLY IMPERFECT MOMENTS WITH COZY HOLIDAY MENU DROP AND NEW COLLECTIBLE SNOWMAN CUPS

Celebrate the season with limited-edition collectible glass Snowman Cups, the cozy flavors of peppermint and pistachio and new bakery treats

Boston, MA – November 5, 2026 – Panera Bread is celebrating this holiday season with limited-edition Collectible Snowman Cups, new Naughty & Nice packaging and a merry lineup of holiday beverages and sweet treats, available starting this week at bakery-cafes nationwide. Guests can deck their cups with the holiday flavors of peppermint and pistachio across new lattes, iced coffees and Frozen Java beverages, paired with the new Cocoa Marshmallow Cake Slice and Mitten Cookie. From seasonal sips and sweets to everything in between, Panera has something this season for everyone on your list.

Festive Flavors to Sip, Savor and Celebrate
Panera is adding two beloved holiday flavors to this season's beverage lineup, pairing rich white chocolate with cool peppermint or nutty pistachio. Each festive flavor is available in a latte, iced coffee and Frozen Java:

- **NEW Peppermint White Mocha**: A cool, classic holiday white chocolate and peppermint pairing, available as a latte with freshly brewed espresso and milk, an iced coffee topped with sweet cream cold foam, or a Frozen Java blended with concentrated espresso and ice. Each is finished with peppermint bark pieces; the latte and Frozen Java are also topped with whipped cream.
- **NEW Pistachio White Mocha**: A nutty, festive white chocolate and pistachio pairing, available as a latte with freshly brewed espresso and milk, an iced coffee topped with sweet cream cold foam, or a Frozen Java blended with concentrated espresso and ice. Each is finished with pistachio pieces; the latte and Frozen Java are also topped with whipped cream.

And to pair with every holiday sip, Panera's seasonal bakery treats bring a little extra comfort to the merry mess of the season. New to the bakery case is the **Cocoa Marshmallow Cake Slice**, a swirl of chocolate and marshmallow cake topped with chocolate chips and marshmallow bark. Guests can also enjoy the returning seasonal **Mitten Cookie**, a deliciously crafted shortbread cookie decorated with icing.

Naughty & Nice Packaging for the Merry and the Messy of the Season
Celebrating the perfectly imperfect moments that make the holidays memorable, Panera's seasonal holiday packaging captures both sides of the season - from the joyful messiness of

powdered sugar landing on both a cookie and your sweater, to merry crowded tables and spontaneous gatherings. Bringing the celebration to life are new Collectible Snowman Cups – tucked inside mystery boxes, each revealing a cup in one of two festive designs, the limited-edition glass cups turn every sip into a holiday surprise. To make the season even more memorable, Panera will give guests a special one-day chance to receive a FREE Snowman Cup with a qualifying purchase at participating cafes on December 3. Supplies are limited to 12 cups per participating cafe. In addition, a limited number of Snowman Cups will also be available for purchase on The Panera Shop for $22 (plus tax and shipping) at Shop.PaneraBread.com**

“The holidays are about coming together, enjoying great food and making memories, even when things get a little messy,” said Andy Rebhun, Chief Marketing Officer, Panera Bread. “At Panera, we’re bringing a little extra joy to the season with indulgent new beverages, comforting bakery treats and limited-edition Snowman Cups. It’s our way of making the everyday moments of the holidays feel a little more special.”

Panera’s holiday menu is available for dine-in, delivery, Rapid Pick-Up®, or drive-thru at Panera Bread bakery-cafes nationwide. Want to get rewarded for your seasonal favorites? Join the all-new MyPanera® today to begin earning points and for access to other exclusive perks. To learn more or to place your next order, download the Panera Bread app or visit PaneraBread.com.

** On December 3, 2026 only, the first 12 customers that make an in-cafe purchase at the cashier of $25 or more (excluding taxes/rewards/discounts and Sip Club redemptions) at participating US cafes will receive one free Snowman Cup. Kiosk, Rapid Pick-Up®, drive-thru, catering, delivery orders and orders placed on third party sites excluded. Limit one per person. Not valid with any other coupon or offer. Offer may expire or be terminated by Panera without notice due to error, fraud, computer or typographical error, electronic or technical malfunctions, or other unusual or unexpected circumstances. While supplies last. Other restrictions may apply.*
*** Each box contains one snowman glass cup.*

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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 October 27, 2026, there were 2,244 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)