



PANERA PARTNERS WITH KYLE KUZMA TO LAUNCH FREE SIPS THROUGH JULY 4

Join Panera's Unlimited Sip Club by May 18 and get Free, Unlimited Sips of over 25 Different Beverages Through July 4

ST. LOUIS (May 10, 2023) – Today, Panera announces nearly two months of free sips just in time for summer — guests who sign up for [Unlimited Sip Club](#) now through May 18 will receive a free membership to the monthly Unlimited Sip Club program through July 4*, as well as be entered for a chance to win an upgraded Annual Unlimited Sip Club membership**. Panera's Unlimited Sip Club members have access to the entire Panera portfolio of self-serve beverages, including hot and iced coffee, hot and iced teas, Agave Lemonade, Panera [Charged Lemonades](#)†, and Pepsi-Cola® fountain beverages including the new lemon lime flavored soda Starry.®

"Our guests love Unlimited Sip Club and we are thrilled to jumpstart summer with free, unlimited beverages for our guests through July 4," said Meenakshi Nagarajan, Senior Vice President, Digital, Subscription and Loyalty, Panera Bread. "Our Unlimited Sip Club has a wide variety of options for you at an incredible value, whether you are hitting the runway or headed to the beach, Panera has you covered with free sips through July 4 when you sign up by May 18."

Known as a style trailblazer, Kuzma showcases his boundary-pushing and iconic looks in new content from Panera and Starry, while highlighting just how many different sips you can pair with your summer drips. Available now in both annual and monthly subscription tiers, Unlimited Sip Club is available to members of [MyPanera](#)®, Panera's free loyalty program. Monthly and annual Unlimited Sip Club members score exclusive perks like Sip Club Saturday deals, VIP challenges, and more.

"I'm excited to be partnering with Panera and Starry on this unique opportunity to bring something special to customers this summer," said Kyle Kuzma. "I'm constantly on the road, and this is an easy, reliable option for people on the go to have unlimited drink choices and receive some pretty cool perks along the way."

In total, over 25 beverages are part of Unlimited Sip Club, including:

- **Fountain Soda** (Pepsi®, Diet Pepsi®, Mountain Dew®, Starry®, bubly™ Lime, Brisk® Raspberry Tea, Dr Pepper®, and Canada Dry® Ginger Ale)
- **Drip Hot Coffee** (Colombian Light Roast & Dark Roast, Decaf, Hazelnut)
- **Iced Coffee** (Colombian Dark Roast)
- **Hot Tea** (The Republic of Tea® premium teas and herbs, including: British Breakfast, Earl Greyer, Mango Ceylon, Ginger Peach, Honey Ginseng Green, and Orange Ginger Mint Herb)
- **Iced Tea & Lemonade** (Black Iced Tea, Sweet Tea*, Passion Papaya Green Tea, Agave Lemonade)
- **Charged Lemonades** (Fuji Apple Cranberry, Mango Citrus Yuzu, and Strawberry Lemon Mint)

Panera self-serve beverages are available nationwide in Panera bakery-cafes, on Panera's e-commerce site, and via the Panera app. The Unlimited Sip Club membership is available for \$11.99 per month plus

tax or \$119.99 per year plus tax and includes one self-serve beverage every two hours during regular bakery-cafe hours, including free refills at participating U.S. Panera bakery-cafes.

To learn more about MyPanera and Unlimited Sip Club or to sign up today, visit PaneraBread.com.

*New subscribers that sign up for a monthly Unlimited Sip Club Subscription from 5/10/2023 12:01PT through 5/18/2023 11:59PT will receive free Unlimited Sip Club through 7/4/2023. The Unlimited Sip Club Subscription is available for registration and redemption in participating U.S. Panera Bread bakery-cafes. Must be a MyPanera member and at least 18 years of age or older to register. Registration available online only including Kiosk. You may cancel at any time. If you do not cancel either before your renewal date or after the expiration of any free trial or discounted subscription offer, for a monthly subscription, your credit card will automatically be charged \$11.99 plus tax for the monthly subscription and will be charged on a recurring monthly basis every 30 days thereafter until you cancel your subscription and for an annual subscription, your credit card will automatically be charged \$119.99 plus tax for the annual subscription until you cancel your subscription. To cancel your subscription online, visit the Cancellation section at <https://www.panerabread.com/en-us/mypanera/subscription/terms-and-conditions.html> or on the Panera Bread app. The subscription entitles eligible subscribers to the following subscription benefits: (1) drip hot coffee, iced coffee, hot tea, fountain soda beverages, bubbler drinks (regular, sweet, and Passion Papaya green iced teas, and Agave Lemonade), and Charged Lemonade beverages (Fuji Apple Cranberry, Mango Citrus Yuzu, and Strawberry Lemon Mint) once every two hours during normal bakery-cafe business hours, including unlimited refills. Beverages may vary by location. Excludes all other beverages, including, without limitation, bottled beverages, smoothies, frozen blended drinks, cold brew iced coffee, and espresso and cappuccino beverages. Customizations, including, but not limited to, added espresso and added syrups (Madagascar vanilla, bittersweet chocolate, cinnamon, and caramel) are not included in the subscription price. Upcharges apply. Other additions such as milk, skim milk, almond milk, half & half, and sweeteners are included in the subscription price.

One subscription per person. Excludes catering orders and orders placed on third party delivery sites. Visit here for complete terms <https://www.panerabread.com/en-us/mypanera/subscription/terms-and-conditions.html>.

** NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES AND DC (EXCLUDES ALASKA AND HAWAII) 18 AND OLDER. VOID WHERE PROHIBITED. Panera employees are not eligible to win. Participating US bakery-cafes only. Entry period begins on 5/10/2023 and ends on 5/18/2023. For Official Rules, how to enter without purchase, prizes, and odds visit <https://www.panerabread.com/en-us/legal/subscription-upgrade-sweepstakes-rules.html>. Sponsor: Panera, LLC 3630 S. Geyer Road, St. Louis, MO 63127.

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About Panera Bread

Panera Bread opened in 1987 as a community bakery, founded with a secret sourdough starter and a belief that sharing great bread is an expression of warmth and generosity. That vision holds true today with a robust menu of delicious, chef-curated recipes created with a simple principle: The Familiar, Made Fantastic™. At Panera, we serve food that we are proud to serve our own families, made with responsibly raised proteins and freshly prepared with Clean ingredients--food that does not contain the artificial preservatives, sweeteners, flavors, and colors from artificial sources set forth on our [No-No list](#) served in U.S. bakery-cafes. From crave-worthy soups, salads and sandwiches to flatbread pizza and sweets, we offer our guests more than great food. Our ethos of generosity drives us to meet our guests where they are through technology and through our shared values. We are stewards of our communities and the planet — with programs like Day-End Dough-Nation® that donates unsold baked goods in the evening to local non-profits, or labeling climate-friendly low carbon [Cool Food Meals](#).

As of April 25, 2023 there were 2,121 bakery-cafes, company and franchise, in 48 states 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 Twitter (@PaneraBread), Facebook (facebook.com/PaneraBread) Instagram (@PaneraBread) or TikTok (@PaneraBread).

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