

You deserve to know what's in your cup.



Real information. Real options.

Something needs to change. So going forward, Panera will be the first national restaurant company to prominently label added sugar and calories for every one of our self-serve beverages. We're also expanding our drink options with new iced teas, lemonades and frescas made with real pureed fruit. These new beverages have a range of sugar content, from moderate to none, and calorie counts. They also feature seasonal flavors. What's more, each new beverage is 100% clean, with no artificial preservatives, sweeteners, flavors or colors from artificial sources.

Our goal is not to dictate what you drink, it's to be transparent and provide you with the information you need to make informed choices. And we challenge the beverage and restaurant industries to join us in this effort. Whether you choose soda or lemonade, you deserve to know what's in your cup and how it affects your health.

All my best,
Ron

Ron Shaich
Founder, Chairman and CEO of Panera Bread

IF YOU WANT TO LEARN MORE ABOUT ADDED SUGAR AND ITS IMPACT ON OUR HEALTH,
VISIT WWW.HEALTH.GOV/DIETARYGUIDELINES/2015/

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Food as it should be.™