



**FOR IMMEDIATE RELEASE**

November 4, 2009

**MEDIA CONTACT:**

Matt Dunn

For Panera Bread of Kansas

913-660-9657

mdunn@morningstarcomm.com

**Panera Bread® Celebrates the Season with New Classics and  
Returning Holiday Favorites**

*Delicious Macaroni & Cheese, Cinnamon Crumb Coffee Cake  
and a Classic Gingerbread Man Cookie Added to the Menu*

**KANSAS CITY, Kan.** – Panera Bread is celebrating the flavors of the holiday season with a new line-up of classic favorites, including a hearty Macaroni & Cheese, an old-fashioned Cinnamon Crumb Coffee Cake, a molasses Gingerbread Man Cookie and a spicy Gingerbread Latte. The beloved Holiday Bread and Cranberry Walnut Panettone bread will also return to bakery-cafes nationwide for a limited time.

The ultimate balance of comfort and decadence, Panera's new Macaroni & Cheese was more than three years in the making. In fact, the recipe went through more than 30 iterations with an ever-changing combination of more than 20 different cheese blends. The final recipe features a shell pasta enrobed in a blend of white cheddars, including natural Vermont White Cheddar, making for the perfect combination of sharpness and creaminess.

"The world didn't need another mediocre mac & cheese," said Chef Dan Kish, Panera Bread's vice president of food and former associate dean at The Culinary Institute of America. "We traveled the country sampling as many varieties as possible, from local Mom & Pop diners to fine dining establishments. We took the best of what we found and made it our own, resulting in a delectable macaroni & cheese that pairs perfectly with the flavors of our signature salads and sandwiches."

For those looking to satisfy their sweet tooth this season, Panera Bread is pleased to offer a new Gingerbread Man Cookie and Cinnamon Crumb Coffee Cake. Made from molasses, a blend of warm spices and simply decorated with white icing, currants and red candy coated pieces, the Gingerbread Man cookie is sure to inspire holiday cheer. The new Cinnamon Crumb Coffee Cake, made from an old-fashioned butter recipe, swirled with cinnamon, topped with a butter crumb topping and finished with powdered sugar, is an easy and delicious breakfast solution for a houseful of holiday guests or at the office.

Both treats can be enjoyed with the new Gingerbread Latte, an indulgent espresso drink made with foamed milk and gingerbread spice and topped with whipped cream and caramel syrup.

Panera's seasonal breads will also delight this winter for at-home entertaining or gift-giving. The Holiday Bread is made from a sweet egg dough mixed with honey, golden raisins, cranberries and chocolate chips, filled with apples and cinnamon sugar, baked with a streusel topping and

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drizzled with icing, while the Cranberry Walnut Panettone bread is handcrafted from a sweet dough made with egg, sugar, butter and cream cheese, filled with candied orange peel, cranberries and walnuts and topped with powdered sugar.

“From our creamy mac & cheese to our freshly-baked holiday breads, Panera will satisfy any craving this season,” commented Michelle Cole, franchise spokesperson for Panera Bread of Kansas.

**About Panera Bread of Kansas**

Panera Bread of Kansas operates 29 bakery-café locations in both Kansas and Missouri, including the Kansas City metro area, Wichita, Topeka, Lawrence, Manhattan and St. Joseph. Founded in 1993, Panera Bread of Kansas takes pride in providing great customer service from friendly associates who offer an “everyday oasis” for valued guests. For more information, please visit [www.panerakansas.com](http://www.panerakansas.com).

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