



FOR IMMEDIATE RELEASE

November 20, 2009

MEDIA CONTACT:

Michelle Cole

Panera Bread of Kansas

913-239-9838

michelle.cole@panerakansas.com

**Panera Bread of Kansas and its Customers Collect
for Operation: Stock the Shelves**

Panera Bread of Kansas collect over 3,000 cans for The Salvation Army

KANSAS CITY, Kan. –On Tuesday, Nov. 17 Operation Stock the Shelves, a canned food drive benefiting the Salvation Army, was held at all Panera Bread locations in Wichita, Kansas City, Manhattan, Lawrence, St. Joe and Topeka.

Due to the state of the economy, the Salvation Army has experienced a 30 percent increase in requests for assistance this year and its food pantries are having trouble keeping the shelves full. Panera Bread of Kansas asked its guests to bring in a non-perishable food item and receive a free cup of coffee or soft drink as a thank you. Guests who donate 10 or more items received a coupon for a free order of Panera Bread's new Macaroni & Cheese.

“The economy has taken a toll on the people in our communities and put a strain on local food pantries,” said Michelle Cole, franchise spokesperson for Panera Bread of Kansas. “At Panera Bread, we are committed to our communities and are happy to make these donations to help residents in need.”

The food drive was a huge success. The Panera Bread customers donated over 25 buckets worth of food which equated to over 3,000 non-perishable items.

“More people in our communities are in need this year due to our economy,” Major Jeffrey Smith, divisional commander of The Salvation Army, Kansas and Western Missouri Division, said. “We are thankful to Panera Bread of Kansas and its guests as they help keep food pantry shelves full for the winter months.”

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.

###