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## **Celebrate the Taste of Summer at Panera Bread®**

*Panera Bread Bakery-Cafes Invite Customers to  
Enjoy the Warmth of Summer with a New Chopped Cobb Salad and Returning Summer Favorites*

**Prairie Village, Kan., June 23, 2009** –Inspired by the tastes of the season, Panera Bread has expanded its menu to celebrate summer’s freshest ingredients. From a refreshing new Chopped Cobb Salad to a perennial seasonal favorite, the Strawberry Poppyseed Salad, Panera’s summer menu offers the tastiest flavors of the season.

“At Panera, we believe the simplest details are sometimes the most important in creating the perfect blend of flavors,” said Chef Dan Kish, Panera Bread’s Vice President of Food and former Associate Dean at The Culinary Institute of America. “That’s why we use fresh produce and perfectly paired ingredients in our summer menu items. From fresh-picked strawberries and blueberries to vine-ripened tomatoes and antibiotic-free chicken, great care goes into selecting each ingredient to ensure our customers receive the tastiest summer meals at each visit.”

Panera’s newest addition, the Chopped Cobb Salad, is a clear example of the bakery-cafe’s approach to developing new menu items. This flavorful salad is a hybrid of a traditional Cobb and a Chopped salad which means that the lettuce never needs to be cut by the customer, making for an easier dining experience. This salad features all-natural, antibiotic-free pepper-mustard chicken, Applewood-smoked bacon, crumbled Gorgonzola cheese, fresh tomatoes, hard-boiled eggs and crisp romaine lettuce tossed with an herb vinaigrette dressing.

“When all the ingredients are tossed with just the right tangy herb vinaigrette, the flavors mingle so that you can experience seven flavors in every bite,” Kish said.

Panera’s beloved Strawberry Poppyseed Salad also returns to bakery-cafes this summer. Made with freshly-picked romaine lettuce, crunchy pecans, fat-free reduced sugar Poppyseed dressing and an assortment of fresh fruit—from freshly cut strawberries, blueberries, pineapple tidbits and Mandarin oranges—the Strawberry Poppyseed Salad is a refreshingly lighter choice for the warm weather months.

Panera Bread has also developed several enticing frozen beverages for those looking to beat the summer heat. The Low-fat Strawberry Smoothie, blended with Stonyfield Farm® low-fat, organic vanilla yogurt and a full serving of fruit, is a healthy addition to any meal or makes for a nutritious snack. Additionally, the Frozen Lemonade, created with a passion for delivering intense flavor, will complement any summer salad or sandwich.

For those seeking an invigorating treat, Panera’s Frozen Mocha hits the mark. It is made with Belgian cocoa, pure vanilla extract made from Madagascan Bourbon vanilla beans and a topping of whipped cream and chocolate syrup.

“Whether you’re planning a picnic, meeting a colleague for lunch or simply escaping the heat of a summer day, Panera’s salads, sandwiches and frozen beverages just say summer at its best,” said Michelle Cole, franchise spokesperson for Panera Bread of Kansas. “And as always, customers can take comfort in knowing that many of their Panera favorites can be customized to fit many dietary needs or taste preferences.”

**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).

**About Panera Bread (Corporate)**

Panera Bread Company owns and franchises 1,264 bakery-cafes under the Panera Bread® and Saint Louis Bread Co.® names as of March 31, 2009. With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic free chicken, whole grain bread, select organic and all-natural ingredients and a menu with 0 grams artificial trans fat per serving, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a wide variety of year-round favorites, complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the United States and in Canada, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access provided through a managed WiFi network. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, <http://www.panerabread.com>. Panera also holds a 51% interest in Paradise Bakery & Cafe, Inc., owner and franchisor of 71 bakery-cafes as of March 31, 2009.

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