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FOR IMMEDIATE RELEASE

Panera Bread Foundation Opens Third Panera Cares™ Community Cafe in Portland, OR

PORTLAND, OR – January 16, 2011 – The Panera Bread Foundation opened its third non-profit community cafe – called Panera Cares – today in Portland, OR. This comes on the heels of two successful community cafe openings last year in Clayton, MO, and Dearborn, MI. The newest Panera Cares cafe is located in Portland’s Hollywood district in the northeast part of the city. Like the other community cafes, this location is easily accessible via public transportation and attracts an eclectic mix of customers, exuding a genuine neighborhood vibe.

“Panera has really become an integral part of the community in Portland, especially in the Hollywood neighborhood,” explained Ron Shaich, Panera Bread’s co-founder and Executive Chairman, and President of the Panera Bread Foundation. “Opening a new Panera Cares cafe in this area will offer the Panera experience with dignity to all – those who can afford it, those who need a hand up, and everyone in between.”

Panera Cares is a new kind of cafe – one that exemplifies an entirely different way of giving back. It is a community cafe of shared responsibility. One of the goals of this charitable program is to ensure that everyone who needs a meal gets one. People are encouraged to take what they need and donate their fair share. There are no prices or cash registers, only suggested donation levels and donation bins.

“The vision for the Panera Cares cafe was to use Panera’s unique restaurant skills to address real societal needs and make a direct impact in communities,” said Shaich. “Thus, the Foundation developed these community cafes to make a difference by addressing the food insecurity issues that affect millions of Americans.”

About Panera Cares Community Cafes

Panera Cares is a program run by the Panera Bread Foundation, Inc., a 501(c)(3) charitable organization. The Panera Cares cafe menu is consistent with the traditional Panera Bread menu. At the end of the day, this cafe isn’t about offering a hand out. It’s about offering a hand up to those who need it. The cafes also offer the option of volunteering an hour of time for a meal. The Panera Cares cafe model is designed to be self-sustaining with support from the community.

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About the Panera Bread Foundation

Panera Bread Foundation, Inc. is a 501(c)(3) charitable organization. The Foundation accepts contributions through cash donations received in donation boxes located in Panera Bread bakery-cafes operated by Panera LLC located throughout the United States, as well as in connection with its community cafes operating under the name Panera Cares. The community cafes provide high quality food in a warm, inviting and comfortable environment. Panera Cares cafes exist to make a difference by offering the Panera Bread experience with dignity to all – those who can afford it, those who need a hand up, and everyone in between.

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