

FOR IMMEDIATE RELEASE

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Panera Bread Rolls Out a New Bakery-Café in Suffolk

Panera Bread will open its newest bakery-cafe in Suffolk at 6255 College Drive, in the Market Center at Harbour View Shopping Center, on Thursday, May 6th at 6:00am. Mayor Linda T. Johnson will be on hand for the ribbon cutting ceremony scheduled that same day at 10:00 a.m.

“The new bakery-cafe on College Drive offers a warm and welcoming environment including a cozy seating area, an inviting fireplace along with a spacious outdoor seating area we hope our customers will enjoy,” said Smith Trent, Joint Venture Partner, Panera Bread of the Greater Hampton Roads area. “Panera offers fresh and wholesome food choices paired with the convenient service our customer’s schedules demand. Our concept has been embraced by many and we look forward to sharing our signature Panera warmth with the surrounding Suffolk Community. “

“We are extremely pleased that Panera Bread has decided to expand and join the growing number of restaurants in our City,” said Mayor Linda T. Johnson. “With a well known reputation of fresh, convenient, and affordable food, Panera Bread has certainly found the recipe for success.”

With its identity rooted in handcrafted, freshly baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Panera Bread also offers a variety of year-round favorites to complement seasonal items and breads baked fresh daily in each bakery-cafe by skilled bakers. Panera’s innovative take-out concept and catering option will be offered at the new bakery-café, available for breakfast, lunch and snacks. The café will be open

Monday through Saturday from 6:00 a.m. to 9:00 pm and Sunday from 7:00 a.m. to 8:00 p.m.
For more information, contact Panera Bread at 757.483.3670. You may also fax orders to the restaurant at 757.483.3679.

About Panera Bread

Panera Bread Company owns and franchises 1,380 bakery-cafes as of December 29, 2009 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® names. In neighborhoods across this country and in Ontario, Canada, our customers enjoy our warm and welcoming environment featuring comfortable gathering areas, relaxing decor, and free internet access. Our bakery-cafes routinely donate bread and baked goods to community organizations in need. Additional information is available on the Company's website, www.panerabread.com.

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