

NEWS RELEASE

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Suffolk
VIRGINIA

It's a good time to be in Suffolk

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Panera Opens New Suffolk Bakery-Café

SUFFOLK, Virginia (December 5, 2012) Panera Bread is celebrating the opening of their newest location in the Main Street Marketplace at 1217 N. Main Street, in Suffolk. A Grand Opening-Ribbon Cutting ceremony will be held on December 6th at 9 a.m. Vice Mayor Charles Brown will be on hand for the event which is free and open to the public.

This will be the second Panera Bread restaurant in Suffolk, the other being on College Drive in North Suffolk. The drive-thru design, however, is a first for Panera in Hampton Roads, though they have been used by Panera for over six years.

“We are thrilled to open our newest bakery-café in such a dynamic community,” said Doug Knapp, General Manager, Panera Bread. “We are happy to offer the many business professionals, families and students in the community fresh and wholesome food choices, paired with the convenient service their busy schedules demand. Our concept has been embraced by many surrounding communities in the past 11 years, and we look forward to sharing our signature Panera warmth here in Downtown Suffolk.”

The Main Street Marketplace is being developed by KLS Development Group on the former Suffolk Health Department site. The site had been owned by the Suffolk Economic Development Authority, who marketed the site for retail redevelopment. The two 10,000 square-foot retail buildings will also be home to AT&T, Sleepy’s, nTelos, Sport Clips and sweetFrog Frozen Yogurt.

“The successful redevelopment of the former Health Department site was a true partnership between City Council, the Economic Development Authority and KLS Development,” said Suffolk Mayor Linda T. Johnson. “Playing a role in the transformation of the site and adding to the redevelopment of North Main Street is truly rewarding. We welcome Panera as they open their second store in Suffolk and look forward to seeing them serve our community.”

About Panera Bread

Panera Bread bakery-café showcase the art and craft of bread making, helping customers truly appreciate and enjoy a great loaf of bread by studying its crust, crumb and craft. Panera understands that great bread makes great meals, from made-to-order sandwiches to tossed-to-order salads and soup served in bread bowls. Panera is expanding quickly across North America, operating 1,625 company-owned and franchise-operated bakery-cafes in 44 states and in Ontario, Canada as of September 25, 2012, under the Panera Bread®, Saint Louis Bread Co.® and Paradise Bakery & Café® names

The bakery-café will be open Monday through Saturday from 6 a.m. to 9 p.m. and on Sunday from 7 a.m. to 8 p.m. For more information, call 757.538.0570 or visit www.panerabread.com. You may also fax orders to the restaurant at 757.538.0573.



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