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FOR IMMEDIATE RELEASE

NEW PANERA BREAD BAKERY-CAFÉ TO OPEN TUESDAY, APRIL 24TH IN WEST CHESTER

Second Panera Bread to open in the tristate area this month features delivery and much more in the Beckett Ridge neighborhood!

[CINCINNATI] April 20, 2018 - Ohio-based Covelli Enterprises, the largest franchisee of Panera Bread, is proud to announce the Grand Opening of its newest bakery-café in West Chester on Tuesday, April 24 at 6 a.m. The new Panera is located at 8210 Marketplace Drive in Beckett Ridge, next to Buffalo Wings & Rings. Panera recently opened its twenty-third bakery-café in Dent, OH earlier this month.

The community is invited to take advantage of Grand Opening exclusives and giveaways at the new Beckett Ridge Panera:

Tuesday, April 24th

- Free Coffee Giveaway – Beginning at 10 a.m., the first 500 dine-in customers will receive a free travel mug and two weeks of free coffee with any purchase, and the chance to win Bread for a Year or You-Pick-Two® Meals for a Year!
- Free Phone Accessory Giveaway – Also beginning at 10 a.m., the first 200 drive-thru customers will receive a free Panera Bread car vent cell phone holder.
- Free \$5 gift card with the purchase a You-Pick-Two®.

Wednesday, April 25th

- Between 7 a.m. and 9 a.m. anyone who purchases a New Brioche Breakfast Sandwich will receive a scratch-off card with exclusive offers and prizes.
- Free \$5 gift card with the purchase a You-Pick-Two®.

The café is also offering 50% off online ordering to anyone in the delivery zone who orders Rapid Pick-Up or delivery to their home or office through the Panera Bread app or at www.panerabread.com and use the code 50BECKETTD at check out during the first week post-opening. Delivery requires a minimum order of only \$5.00 (with the addition of a \$3.00 delivery charge). All delivery orders are placed online (credit card only) using the Panera Bread app or at panerabread.com. Hours of delivery are 11 a.m. – 8 p.m., meaning the first delivery order can be placed at 10:30 a.m. and the last at 7:30 p.m.

The Beckett Ridge Panera is a 5,000-square-foot, next-generation, freestanding bakery-cafe with a convenient drive-thru, as well as a patio for guests to enjoy a meal outdoors when the weather permits. In addition, it offers kiosk ordering stations. The kiosks are just one of a series of integrated technologies the chain introduced to the marketplace in recent years to enhance the guest experience for all consumers no matter how they choose to use Panera.

As part of the Grand Opening celebration, \$1 from every specially-designated \$5 gift card redeemed in the first two weeks post-opening will be donated to Reach Out Lakota in West Chester. In addition, all funds collected in the register coin canisters through May 31 will also be given back to the non-profit.

About Covelli Enterprises

Covelli Enterprises operates more than 300 Panera Bread bakery-café in seven states. Headquartered in Warren, Ohio, Covelli Enterprises is the single largest franchisee of Panera Bread, LLC. In 2017, Covelli Enterprises donated more than \$32 million to hunger relief agencies and non-profit organizations. www.covelli.com