



**FOR IMMEDIATE RELEASE**

**Contact:** Kate Finley  
RMD Advertising  
[Finley@RMDAdvertising.com](mailto:Finley@RMDAdvertising.com)  
(614) 794-2008

Contact: Missy Robinson  
Panera Bread/Breads of the World  
[Missy.Robinson@PaneraBread.com](mailto:Missy.Robinson@PaneraBread.com)  
(303) 641-6889

## **Panera Bread Continues Colorado Expansion with Opening of Lakewood Bakery-Cafe**

*First Lakewood Bakery-Cafe to Kick-Off Holiday Season By Sharing Warmth with Its New Neighbors*

**DENVER** (November 1, 2011) – Panera Bread is opening its 28<sup>th</sup> Colorado bakery-café in Lakewood, located at 650 S. Wadsworth Blvd. on Monday, November 21 at 6:00 a.m. The new neighborhood bakery-café will offer handcrafted and freshly-baked artisan breads, bagels, pastries and specialty cafe-menu items.

To celebrate the grand opening, a ribbon-cutting ceremony including a donation presentation to Rocky Mountain Cancer Assistance and a new partnership with the West Chamber of Commerce, will be held at 2:00 p.m. The first 500 customers who walk through the door on November 21 will receive a Panera Bread coffee tumbler, which will be good for two weeks of free coffee. Additionally, on November 22 and 23, each customer who orders a “You Pick Two®” will receive a \$5 Panera gift card.

On November 25, Black Friday, the bakery-cafe will open early at 5:00 a.m. All customers will receive a free grande brewed coffee and the first 200 customers will receive a \$20 Belmar shopping gift card to kick-start their holiday shopping. During grand opening week, November 21-27, customers who visit the new Lakewood bakery-cafe can also enter a drawing to win a \$500 Belmar shopping gift card.

“We look forward to serving customers in the Lakewood area with our new bakery-cafe and becoming a greater part of the community,” said Craig Flom, President, Breads of the World LLC, franchisee of Panera Bread in Colorado. “We feel strongly about being a responsible corporate citizen and plan to support Lakewood-area events, fundraisers and other charitable efforts on an ongoing basis.”

Panera Bread is committed to giving back to the communities it serves and plans to support several local non-profits throughout the year. Specifically, the Lakewood bakery-cafe will participate in Panera Bread’s signature “Operation Dough-Nation” Day’s End Program, where leftover products at the day’s end will be donated to community organizations serving people truly in need of food. Additionally, customers will have the opportunity to donate spare change in collection canisters at the registers that will benefit the Food Bank of the Rockies.

The 4,700 square foot bakery-cafe will employ approximately 60 full-time and part-time associates and features the traditional amenities of Panera Bread, including a fireplace, overstuffed chairs, outdoor patio and a full-service catering program. Hours of operation are Monday through Thursday, 6:00 a.m. to 9:00 p.m., Friday and Saturday, 6:00 a.m. to 10:00 p.m. and Sunday, 7:00 a.m. to 8:00 p.m.

*Panera Bread, known for its artisan breads and fresh salads and sandwiches, was recently named Most Popular and No. 1 for Best Facilities, Best Healthy Options and Best Salads (for chain restaurants with less than 5,000 outlets) by Zagat: “Healthiest Fast Food” restaurant by Health magazine and one of Parents magazine’s “Ten Best Fast-Casual Family Restaurants.” Breads of the World, LLC, Panera Bread’s local franchisee, operates 28 Colorado bakery-cafes. For more information and bakery-café locations, visit [Panera-Colorado.com](http://Panera-Colorado.com).*

###