

## Customers Vote Panera Bread Most Popular in 2010 Zagat Survey

Written by Barbara Joyce  
Wednesday, 08 September 2010 13:51

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### ***America's Leading Bakery-Cafe Concept Also Recognized for Best Salad and Top Facilities***

**Westchester, NY** – Zagat Survey®, the world's leading provider of consumer survey-based leisure information, has named Panera Bread (NASDAQ: PNRA) the Most Popular large restaurant chain in the United States in its 2010 Zagat Fast-Food Survey. Panera Bread topped the list of 90 restaurants in this category (defined as chains with less than 5,000 locations). Panera Bread was also recognized with number one rankings for its salads and facilities.

Survey respondents separately rated each chain's food, facilities, and service on Zagat's signature 30-point scale. More than 6,500 diners participated in the 2010 survey.

"It is an honor to be recognized by our customers as their favorite restaurant for a second consecutive year, " said Bill Moreton, Chief Executive Officer and President of Panera Bread. "We strive to provide our customers with wholesome, quality menu options and a relaxing environment in which to enjoy their meal. This recognition serves as great reinforcement for Panera Bread to keep giving our customers the dining experience they love."

Panera Bread also ranked second for Healthy Options, Best Value, and Best Breakfast Sandwich in its category.

"Panera is particularly proud to be recognized in the food categories of this year's Zagat survey," said Tony Diaz, Operations Partner for Take Home the Bread, Franchisee. "We've worked hard to create wholesome, "cravable" menu items, like our salads and breakfast sandwiches, and we're very pleased our customers can taste the care that goes into each bite."

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For the past 14 years, Panera Bread has helped many charitable organizations through Operation Dough-Nation®, a program that allows Panera Bread and its customers to aid local charities. Cash donations made by customers in the Community Breadbox® cash boxes at the registers are distributed annually to local charities. Panera also donates unsold bread to local area hunger relief agencies.

Panera Bread Cafes are conveniently located throughout Westchester County in Scarsdale, Yorktown Heights, Mohegan Lake, Port Chester, and White Plains. Panera Bread's newest cafe opened in Bedford Hills on August 9

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, 2010. For further information regarding Panera Bread, please contact BBG&G Advertising & PR at 845-695-1880.

### **About Panera Bread:**

Panera Bread Company owns and franchises 1,399 bakery-cafes as of June 29, 2010 under the Panera Bread®, Saint Louis Bread Co.®, and Paradise Bakery & Café® names. Our bakery-cafes are principally located in suburban, strip mall and regional mall locations.

We feature high quality, reasonably priced food in a warm, inviting, and comfortable environment.

With our identity rooted in handcrafted, fresh-baked, artisan bread, we are committed to providing great tasting, quality food that people can trust.

Nearly all of our bakery-cafes have a menu highlighted by antibiotic free chicken, whole grain bread, and select organic and all-natural ingredients, with zero grams of artificial trans fat per serving, which provide flavorful, wholesome offerings.

Our menu includes a wide variety of year-round favorites complemented by new items introduced seasonally with the goal of creating new standards in everyday food choices.

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.

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Our bakery-cafes routinely donate bread and baked goods to community organizations in need. The franchisee Take Home the Bread, LLC plans to open 10 new bakery-cafes in the area over the next five years, and recently opened a café in Bedford Hills, NY on August 9, 2010.

Additional information is available on the Company's website, <http://www.panerabread.com>.