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Panera Bread opens new 4,383 s/f bakery-café® at South Bay Center

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Panera Bread recently opened its newest bakery-café® at 8 Allstate Rd. off Rte. 93. Located in South Bay Center, the 4,383 s/f bakery-café® first opened to the community on February 4th.

"South Bay Center is an area we recognize to be a large draw with the surrounding Boston communities. When we originally looked at South Bay Center as a location for Panera Bread, we felt that the bakery café® would be a welcomed choice for the customers that frequent the center regularly to shop. We wanted to share the experience of our daily fresh baked breads and pastries as well as the warm and welcoming environment Panera Bread provides for each one of its customers," said Gregg Godfrey, joint venture partner for Panera Bread in Greater Boston.

With its identity rooted in handcrafted, freshly baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu with zero grams added trans-fat, Panera's bakery-café® selection offers flavorful, wholesome offerings. The menu includes a variety of year-round favorites to complement seasonal items and breads baked fresh daily in each bakery-café® by skilled bakers.

Since Panera Bread was founded, the company and its franchisees have been active participants in the communities in which it does business. As part of Panera's broader national Operation Dough-Nation program, which was created in 1992 to formalize Panera's commitment to community involvement, the South Bay Center bakery-café® will join the Greater Boston community café®s in giving back locally to Children's Hospital Boston.

At the end of each day, Panera Bread also donates all unsold bread and baked goods to local area hunger relief agencies as part of its local Day-End Dough-Nation program. Collectively, Panera bakery-café®s donated over \$50 million worth of unsold bread and baked goods in 2008 to help people in need.

Panera's innovative take-out concept, Panera Catering, will be offered at the new bakery-café®. Available for breakfast, lunch and dinner, Panera Catering is ideal for any group from five to 500. Panera Catering emphasizes accuracy and efficiency in delivering the experience of fresh, handcrafted, quality meals to any workplace setting, social event or gathering. In addition, every bakery-café® has a dedicated Panera coordinator on site.

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