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PANERA BREAD LAUNCHES SMALL ORDER DELIVERY IN CINCINNATI

[CINCINNATI, OH] – Ohio-based Covelli Enterprises, the largest franchisee of Panera Bread, announced today the full launch of small order delivery in select Panera Bread cafés across the Cincinnati / Northern Kentucky market. The new service is part of the company's Panera 2.0 strategy to improve customer service and accessibility through the use of technology.

This brand new service offers customers the ability to place a single order online and have it delivered directly to them as long as they are within a designated 8-minute delivery radius from the delivery café. Delivery allows customers who may be unable to leave their workplaces or home to enjoy the Panera experience from where they are.

"We are so pleased to be able to offer delivery in the Queen City. We hope to be able to reach new customers but also offer this incredibly convenient service to our existing loyal customers unable to make it to the bakery café on a regular basis," said Sam Covelli, Owner and CEO of Covelli Enterprises. "Our goal is to make Panera as accessible as it is craveable."

This delivery service, also available in Covelli's other Ohio markets (Dayton, Columbus, Cleveland), has resulted in tremendous growth in sales volume to these Panera cafés. The Cincinnati market will be no exception to this trend.

Delivery requires a minimum order of only \$5.00 with the addition of a \$3.00 deliver charge. All delivery orders are currently placed online (credit card only) using the Panera Bread app or at panerabread.com. Hours of delivery service are set for 11:00 am - 8:00 pm., meaning the first delivery order can be placed at 10:30 am and the last at 7:30 pm. Panera will deliver anywhere within the delivery radius, not just to people's places of work. Customers often use Panera delivery for lunch deliveries to their place of work and dinner deliveries to their homes.

Covelli Enterprises will hire up to 16 Delivery Team Members (DTMs) at each Cincinnati Panera Bread location to cover the volume of orders it expects will be added by delivery. Positions are still available. Interested prospective DTMs may apply in-café or online at panerabread.jobs.

Small order delivery is just one of the new services being rolled out in Cincinnati Panera Bread cafes as part of the Panera 2.0 initiative. The new Mason Kings Mills Panera will open November 7th with fast lane kiosks that allow customers to place their in-café order themselves at digital kiosks instead of visiting a cashier. The company's Rapid Pick Up option, which allows customers to place orders for pick up online or via the Panera Bread app, is also a part of Panera 2.0 and is available at every Panera Bread café in the region.

About Covelli Enterprises

Covelli Enterprises operates more than 300 Panera Bread bakery-cafés in seven states. Headquartered in Warren, Ohio, Covelli Enterprises is the single largest franchisee of Panera Bread, LLC. In 2016, Covelli Enterprises donated more than \$28 million to hunger relief agencies and non-profit organizations. www.covelli.com

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