



Melanie Murray  
Covelli Enterprises  
513-300-6020

[melanie.murray@covelli.com](mailto:melanie.murray@covelli.com)

**FOR IMMEDIATE RELEASE**

## **NEW PANERA BREAD BAKERY-CAFÉ TO OPEN TUESDAY, NOVEMBER 7 IN MASON, OH**

### **First Covelli-Owned Panera Bread to Open in Cincinnati with In-Store Kiosk Ordering**

[CINCINNATI] November 7, 2017 - Ohio-based Covelli Enterprises, the largest franchisee of Panera Bread, is proud to announce the Grand Opening of its newest bakery-café in Mason on Tuesday, November 7 at 6:00 am. The new Panera is located at 5270 Kings Mills Rd., in front of Kroger.

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

#### **Tuesday, November 7<sup>th</sup>**

- Free Coffee Giveaway – Beginning at 10am, the first 500 dine-in customers will receive a free Panera-branded travel mug and two weeks of free coffee with any purchase.
- Drive-thru Giveaway – The first 500 drive-thru customers will receive a Panera-branded car coaster with any purchase.
- Purchase a You-Pick-Two® and receive a \$5 Panera Bread gift card for your next visit.

#### **Wednesday, November 8<sup>th</sup>**

- Purchase a You-Pick-Two® and receive a \$5 Panera Bread gift card for your next visit.

The Mason Panera is a 5,000-square-foot, next-generation, freestanding bakery-cafe with a convenient drive-thru, as well as plenty of patio space for guests to enjoy a meal outdoors when the weather permits. In addition, it is the first Panera in Cincinnati to offer kiosk ordering stations – an option that reduces wait time for all guests. The kiosk is highly visual and includes a product builder to assist with order accuracy and customization. Panera 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.

“It’s exciting to open our first Covelli-owned Panera in Cincinnati, let alone open it with new ordering options, like the kiosk.” said Sam Covelli, owner and CEO of Covelli Enterprises, “Our new café will quickly become an everyday oasis for those living and working in Mason, Ohio.”

The new bakery-cafe is the first Panera to open in the tristate since the Newport location opened its doors in January 2014. In addition, this is the first grand opening under Covelli Enterprises since the franchise acquired the Cincinnati Panera market in April 2016. Covelli has since worked diligently to improve the brand’s overall presence in the Queen City with the recent launch of Panera Delivery, a drive-thru addition to the Finneytown location earlier this year, and a large-scale partnership with the Cincinnati Reds in 2017. The Mason Panera will be the twenty-second Panera Bread bakery-cafe in the Cincinnati / Northern Kentucky market.

#### **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](http://www.covelli.com)