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FOR IMMEDIATE RELEASE

PANERA BREAD TO OFFER FREE MEALS TO HONOR VETERANS

Covelli Enterprises' support for military and veterans exceeds \$1 million mark

[CINCINNATI] November 8, 2017 - Panera Bread's largest franchisee, Covelli Enterprises, will salute those in uniform with free You Pick Two® meals on Friday, November 10 in observance of Veterans Day at its 22 Panera Bread locations in Cincinnati / Northern Kentucky. This is an annual tradition at Covelli to honor all veterans and military service members with a complimentary meal at all its Panera Bread bakery-cafés.

Free You Pick Two's for veterans and service members began in the Covelli-owned Panera Bread cafes in 2011, and since then the company has given away more than 100,000 free meals exceeding \$1 million in food and monetary donations to service men/women and veterans. To participate, service members and veterans need only wear their uniform or show their valid Military I.D. or discharge papers at participating Panera Bread locations.

"Although it's important to us to honor our veterans and military every day, this is a uniquely special opportunity for us and for each of our communities to say thank you," said Sam Covelli, Owner and Operator of Covelli Enterprises. "This is our chance to give something small back to those who have given so much and sacrificed so greatly for us and for our freedom."

Covelli Enterprises' support for veterans groups is not limited to food donations on Veterans Day. Panera Bread will also be at the finish line of the Cincinnati DAV 5K Run to Honor Veterans at Sawyer Point this Saturday with thousands of bagels. In addition, Panera customers can drop their loose change into the Operation DoughNation Community Breadboxes found at the registers of all 22 area bakery-cafes this month for the DAV (Disabled American Veterans) that is headquartered in Cold Springs, KY.

The complimentary You Pick Two meal will be honored all day on Friday, November 10, the day prior to Veterans Day, and includes a combination of any two half portions soup, salad, sandwiches, flatbreads, or mac and cheese.

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.

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