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FOR IMMEDIATE RELEASE

NEW PANERA BREAD BAKERY-CAFÉ TO OPEN TUESDAY, APRIL 3RD, IN CINCINNATI, OH

Conveniently opening with small order delivery to home or office, drive-thru, catering and in-café ordering kiosks. Free Panera Bread mug and other giveaways starting at 10 a.m.

[CINCINNATI] March 28, 2018 - Covelli Enterprises, the largest franchisee of Panera Bread, is proud to announce the Grand Opening of its newest Panera Bread on Tuesday, April 3rd at 6 a.m. The new bakery-café features a drive-thru and delivery, and is conveniently located at 6104 Harrison Avenue, Cincinnati, OH 45247, across from UDF in the Dent neighborhood.

The newly relocated bakery-café will celebrate its opening with several grand opening special offers and giveaways:

- Tuesday, April 3rd
 - Free Coffee Giveaway – Beginning at 10 a.m., the first 500 dine-in customers will receive a free travel mug and two weeks of free coffee with any purchase, and the chance to win Bread for a Year or You-Pick-Two® Meals for a Year!
 - Free Phone Accessory Giveaway – Also beginning at 10 a.m., the first 200 drive-thru customers will receive a free Panera Bread cell phone smart wallet.
 - Free \$5 gift card for your next visit with the purchase a You-Pick-Two®.
- Wednesday, April 4th
 - Between the hours of 7 a.m. and 9 a.m. anyone who purchases a New Brioche Breakfast Sandwich will receive a scratch-off card with exclusive offers and prizes.
 - Free \$5 for your next visit with the purchase a You-Pick-Two®.

The café is also offering 50% off an online order to anyone in the delivery zone who orders Rapid Pick-Up or delivery to their home or office through the Panera Bread app or at www.panerabread.com and uses the code 50DENTD at check out.

The new café is one of many in Ohio now offering home or office delivery to their surrounding communities. Panera Bread promises delivery within a designated 8-minute delivery radius from the café. 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.

As part of the Grand Opening celebration, \$1 of each specially designated \$5 gift card redeemed in the first two weeks of the Grand Opening will be given back to Our Lady of the Visitation School in Dent, Ohio. In addition, all funds collected in the register coin canisters in April will be given back to the school.



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About Covelli Enterprises

Covelli Enterprises operates more than 300 Panera Bread bakery-café's in seven states. Headquartered in Warren, Ohio, Covelli Enterprises is the single largest franchisee of Panera Bread, LLC. In 2017, Covelli Enterprises donated more than \$32 million to hunger relief agencies and non-profit organizations. www.covelli.com

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