**FOR IMMEDIATE RELEASE**

**NEW PANERA BREAD BAKERY-CAFÉ TO OPEN TUESDAY, FEB. 20TH, IN WINSTON-SALEM, NC**

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

Covelli Enterprises, the largest franchisee of Panera Bread, is proud to announce the Grand Opening of its newest Panera Bread on Tuesday, February 20th at 6 a.m. The new bakery-café features a drive-thru and is conveniently located at 100 Hanes Square Shop Circle, Winston-Salem, NC 27103, in front of Costco and across the from the old bakery-café location.

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

* Tuesday, February 20th
	+ 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.
	+ Free Car Accessory Giveaway – Also beginning at 10 a.m., the first 500 customers through the drive-thru will receive a free Panera Bread cell phone car mount
	+ Free $5 for your next visit with the purchase a You-Pick-Two®.
* Wednesday, February 21st
	+ 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 use the code “HANESD” at check out.

The previous Panera Bread located on Hanes Square Shop Circle in Winston-Salem closed on Sunday, Feburary 11th . The new location allows the cafe to offer a drive-thru kiosk ordering. These services are part of Panera 2.0, the tech initiative that built the chain's digital ordering system for Panera's app and in-store kiosks.

The new café is also one of many in North Carolina 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, all Panera Bread bakery-cafés in Forsyth County will be partnering with the Forsyth Medical Center Foundation to donate all the funds collected from the Change Roll-Up program to the Foundation’s mammogram bus. At Kernersville, Clemmons, Cloverdale Avenue location in Winston-Salem, and the new café opening on Feb. 20, customers have the option to donate by “rolling up” their order total to the nearest dollar.

**More about Covelli Enterprises**

**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 2017, Covelli Enterprises donated more than $32 million to hunger relief agencies and non-profit organizations. [www.covelli.com](https://owa.covelli.com/owa/redir.aspx?SURL=uJp6l2TJ7T-v9KBuWTjCJiR-V0Daw087zo4hWFXDN_OyM8Xpn2nVCGgAdAB0AHAAOgAvAC8AdwB3AHcALgBjAG8AdgBlAGwAbABpAC4AYwBvAG0ALwA.&URL=http%3a%2f%2fwww.covelli.com%2f)

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