



Melanie Murray
Covelli Enterprises
melanie.murray@covelli.com
513-300-6020

FOR IMMEDIATE RELEASE

PANERA BREAD TO OFFER FREE MEALS TO HONOR VETERANS

Covelli Enterprises' support for military and veterans reaches \$1.4 million mark

CINCINNATI, OH – November 6, 2018– Panera Bread’s largest franchisee, Covelli Enterprises, will salute those in uniform with free meals on Monday, November 12 in observance of Veterans Day at its 24 tristate Panera Bread locations in Cincinnati and Northern Kentucky. The company has made it an annual tradition to honor all veterans and military service members with free You Pick Two® meals at its participating bakery-café and has exceeded \$1.4 million in food and monetary donations since 2011.

Free meals for veterans and service members began in the Covelli-owned Panera Bread cafés in 2011, and since then the company has given away nearly 130,000 free meals to service men and 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.

“Not a day goes by that we don’t remember those who have fought to give us the freedoms we enjoy as Americans,” said Sam Covelli, Owner/Operator of Covelli Enterprises. “This is simply a small gesture of gratitude to those men and women who have sacrificed so much for those freedoms, and from the bottom of our hearts, we thank all veterans and service members for their dedication to our country.”

Covelli Enterprises’ support for veterans groups is not limited to food donations on Veterans Day. The organization supports organizations like Project Welcome Home Troops, American Red Cross, National Air Force Museum & Marathon, Veterans Affairs Hospitals, Disabled American Veterans, U.S. Marine Corp Foundation Toys for Tots, Wags 4 Warriors, Northeast Ohio Foundation for Patriotism, Wounded Warrior Support Foundation, Wounded Warriors of South Florida, Mission United, United Military Care, and various VFW Posts in the form of monetary and product donations throughout the year.

Locally, Panera Bread will be at the finish line of the Cincinnati DAV Honor Run 5K this Saturday morning at Sawyer Point with thousands of bagels. In addition, Panera customers can drop their loose change into the Covelli Cares Community Breadboxes found at the registers of all 24 area bakery-café this month to support local veterans through the Cincinnati DAV (Disabled American Veterans) that is headquartered in Cold Spring, KY.

The complimentary You Pick Two® meal will be honored all day on Monday, November 12, the day after 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 315 Panera Bread bakery-café in eight 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

###