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FOR IMMEDIATE RELEASE

NEW PANERA BREAD BAKERY-CAFÉ TO OPEN TUESDAY, FEBRUARY 26th IN MARIEMONT

Free You Pick Two's, \$5 gift cards, Egg Soufflés, coffee among the Grand Opening giveaways.

[CINCINNATI] February 10, 2019 - Ohio-based Covelli Enterprises, the largest franchisee of Panera Bread, is proud to announce the Grand Opening of its newest bakery-café in Mariemont on Tuesday, February 26th at 6 a.m. The new Panera is located at 7510 Wooster Pike in Mariemont, across from the Kroger plaza. This will be the first new Panera in Hamilton County since the downtown bakery-café opened in late 2012, and marks the first of four openings planned for the chain this year in the Cincinnati / Northern Kentucky market.

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

Tuesday, February 26th

- Free You Pick Two for a Year – Beginning at 6 a.m., the first 50 customers in line when the doors open receive a certificate for one free You Pick Two® a month for the next 12 months (\$120 value).
- Free Stone Car Coaster Giveaway – Beginning at 6 a.m., the first 500 drive-thru customers will receive a free Panera Bread stone car coaster.
- 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 \$5 gift card with the purchase a You-Pick-Two®.
- Free 2nd & 7 Foundation Hog Mollies children's book with the purchase of a Panera Kids Meal.

Wednesday, February 27th

- Between 7 a.m. and 9 a.m., buy an Egg Soufflé, get an Egg Soufflé FREE free in-café or at the drive-thru.
- Free \$5 gift card with the purchase a You-Pick-Two®.

The new café is also offering 50% back in a Panera Gift card when a Panera Catering order is placed by March 19, 2019 with minimum purchase of \$100.

The Mariemont Panera is a 4,700-square-foot, next-generation, freestanding bakery-café with a convenient drive-thru, as well as a patio for guests to enjoy a meal outdoors when the weather permits. In addition, it offers kiosk ordering stations. The 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.

As part of the Grand Opening celebration, \$1 from every specially-designated \$5 gift card redeemed in the first two weeks post-opening will be donated to the University of Cincinnati's football coach Luke Fickell's [2nd & 7 Foundation](#) to support literacy in the tristate area. In addition, all funds collected in the Community Bread Box register coin canisters at the new Mariemont café through March 31 will also be given back to Coach Fickell's non-profit.

The Mariemont bakery-café is the first of four openings planned in the tristate this year for Panera, with locations on the docket across Northern Kentucky in 2019, including Union, Cold Spring and off Buttermilk Pike. In addition, the Milford Panera is currently under construction for a new drive-thru addition set to open this spring.

About Covelli Enterprises

Covelli Enterprises operates more than 315 Panera Bread bakery-café in eight states, and 24 in the tristate area. 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