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FOR IMMEDIATE RELEASE

PANERA BREAD OPENS NEWEST DRIVE-THRU IN MILFORD

Celebration includes opportunity to Win Free Panera Bread Pastries for a Year this April

Covelli Enterprises, the largest franchisee of Panera Bread, is proud to announce the Grand Opening of its newest Panera Bread drive-thru in Cincinnati. The new drive-thru has been added to an existing bakery-café located at 1066 OH-28 in Milford.

The convenient drive-thru was added to better serve its loyal Milford and Miami Township customers. The newly renovated Panera Bread will celebrate the drive-thru opening with several grand opening special offers and giveaways. On Tuesday April 16, drive-thru customers will have the opportunity to win free Panera Bread pastries for a year. Ten randomly selected drive-thru customers will win. Additionally, on Tuesday and Wednesday, customers will receive a \$5 gift card with the purchase of a You-Pick-Two, to use on future visits. Thursday morning, April 18, all Breakfast Sandwiches & Baked Egg Soufflés will be half-price. All offers will be honored at the new drive-thru only.

The Free Pastry for a Year giveaway coincides with the addition of new bakery products introduced earlier this year to the Panera Bread menu. The Vanilla Cinnamon roll, a pastry made from sweet dough with a special cinnamon blend and finished with vanilla icing, is a new favorite amongst customers. Other new items include the Cherry Cheese Brittany, a golden flaky butter pastry filled with cream cheese filling and topped with cherry filling and a light dusting of powdered sugar; Cocoa & Crème Cookie, Cinnamon Crunch Scone, Blueberry Scone, and a new Brownie. Additionally, three croissants have joined the menu, including the almond croissant, a traditional flaky French-inspired butter croissant filled and topped with almond crème, sliced almonds, simple syrup, and powdered sugar.

About Covelli Enterprises

About Covelli Enterprises Covelli Enterprises operates more than 300 Panera Bread bakery-café in eight states. Headquartered in Warren, Ohio, Covelli Enterprises is the single largest franchisee of Panera Bread, LLC. In 2018, Covelli Enterprises donated more than \$32 million to hunger relief agencies and non-profit organizations through Covelli Cares. www.covelli.com