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## **PANERA BREAD TO OPEN COLD SPRING BAKERY-CAFE** **TUESDAY, NOVEMBER 5**

*Ohio-based franchise embraces growth in Northern Kentucky with three openings in the Bluegrass State in 2019*

**[CINCINNATI] – October 30, 2019** – Covelli Enterprises, the largest franchisee of Panera Bread, will celebrate its third Northern Kentucky opening in less than six months when NKU basketball star and Cold Spring native, Drew McDonald, opens the doors of the new Cold Spring Panera Bread on Tuesday, November 5th at 6:00 a.m. The new bakery-café, located at 4318 Alexandria Pike, will be the 28th Covelli-owned location in the tristate area. The company doubled its Northern Kentucky footprint this year, bringing its total café count over the river to six of the total 28 Panera locations. The Union and Crescent Springs, KY bakery-cafes opened this summer in Northern Kentucky.

The new Cold Spring location will celebrate its opening with several special offers and giveaways:

### **Tuesday, November 5<sup>th</sup>**

- FREE You Pick Twos® for a Year to the first 50 dine-in guests, starting at 6:00 a.m.
- FREE Panera Travel Mug with FREE coffee refills for two weeks, starting at 10:00 a.m.
- FREE \$5 gift card with every You Pick Two® or Grain Bowl purchase (for use on a future visit)
- FREE Panera pop socket to first 500 customers through the drive-thru
- FREE cup of fresh brewed coffee to anyone displaying their / Voted sticker on Election Day

### **Wednesday, November 6<sup>th</sup>**

- FREE \$5 gift card with every You Pick Two® or Grain Bowl purchase (for use on a future visit)

### **Thursday, November 7<sup>th</sup>**

- FREE Pastry every week for a year to the first 100 guests, starting at 6:00 a.m.
- Buy one bakery item, get one free (limit of 3 free bakery items per transaction)
- \$2 Cold Brew Coffee all day

The new location will offer Panera Delivery, as well as be equipped with a convenient drive-thru and kiosk ordering. Customers can receive 50% off a Delivery or Rapid Pick Up order when they enter the code **50COLDSPRING** online at checkout (orders must be placed through a MyPanera account).

As an integral part of the Grand Opening celebration, Panera will partner with neighboring national non-profit, the Disabled American Veterans (DAV), which provides benefits and services to disabled veterans locally and nationwide. DAV will be the recipient of Panera's Operation DoughNation Community Bread Boxes at the registers of all 28 area bakery-cafes for the month of November, including the new Cold Spring location. Northern Kentucky University hunger outreach initiative, Fuel NKU, was the recipient of these boxes in August. Fuel NKU picks up end-of-day leftovers from several Northern Kentucky Panera Bread locations to support students that are hunger insecure.

In addition, Panera recently announced a full-scale athletics partnership with another neighbor, Northern Kentucky University. Cold Spring NKU basketball star, Drew McDonald, will help open the doors of the new Cold Spring bakery-café on Opening Day, alongside the NKU mascot. Additionally, several other dignitaries

from the local Northern Kentucky community will be present for the ceremonial 2:00 p.m. Baguette Cutting later that day at the new bakery-café.

### **About Covelli Enterprises**

Covelli Enterprises is the largest franchisee of Panera Bread, LLC with more than 315 bakery-cafés in eight states. The company donates more than \$32 million annually to charity through unsold bread products for local hunger relief agencies and monetary donations to other non-profit organization [www.covelli.com](http://www.covelli.com)