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FOR IMMEDIATE RELEASE

PANERA BREAD TO OFFER FREE MEALS ON VETERANS DAY

Covelli Enterprises' support for military and veterans surpasses \$1.7 million mark

[CINCINNATI] – November 8, 2019 – Panera Bread’s largest franchisee, Covelli Enterprises, will salute those in uniform with free meals on Monday, November 11 in honor of Veterans Day at its 28 Panera Bread locations in the Tristate area. The company has made it an annual tradition to provide all veterans and military service members with free You Pick Two® meals at its participating bakery-cafés and has exceeded \$1.7 million in food and monetary donations since 2011.

Free meals for veterans and service members began in the Covelli-owned Panera Bread cafes eight years ago, and since then the company has given away nearly 150,000 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.

“Without the sacrifice and bravery of our men and women in uniform, we wouldn’t have a country to live in let alone a business to run,” said Sam Covelli, Owner/Operator of Covelli Enterprises. “This is a small thank you for a very big reason. We are grateful to all veterans and service members for the freedoms they have afforded us.”

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 (DAV), Freedom Warrior Charitable Fund, U.S. Marine Corp Foundation Toys for Tots, Wags 4 Warriors, Northeast Ohio Foundation for Patriotism, Wounded Warrior Support Foundation, Heroes Center, Forces 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 The Banks with thousands of bagels and coffee. In addition, Panera customers can drop loose change into the Covelli Cares Community Breadboxes found at the registers of all 28 area bakery-cafes this month to support local veterans through the Cincinnati DAV.

The complimentary You Pick Two® meal will be honored all day on Veterans Day Monday, November 11 and includes a combination of any two half portions soup, salad, sandwiches, flatbreads, or mac and cheese.

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 organizations. For more information, visit Covelli.com or find us on Facebook ([fb.com/covellienterprises](https://www.facebook.com/covellienterprises)) or Instagram ([@covellienterprises](https://www.instagram.com/covellienterprises)).

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