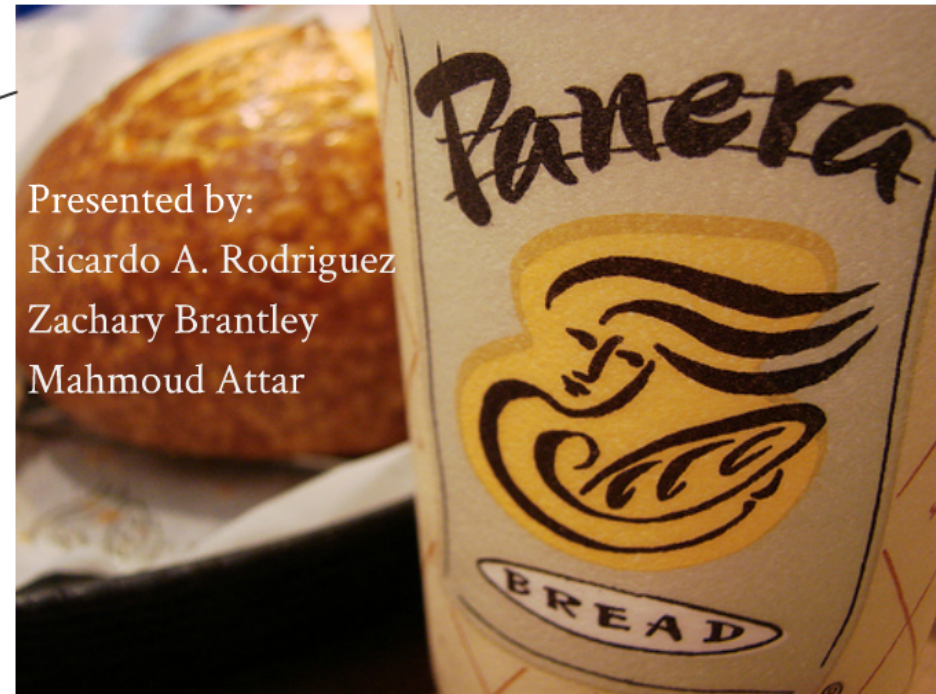
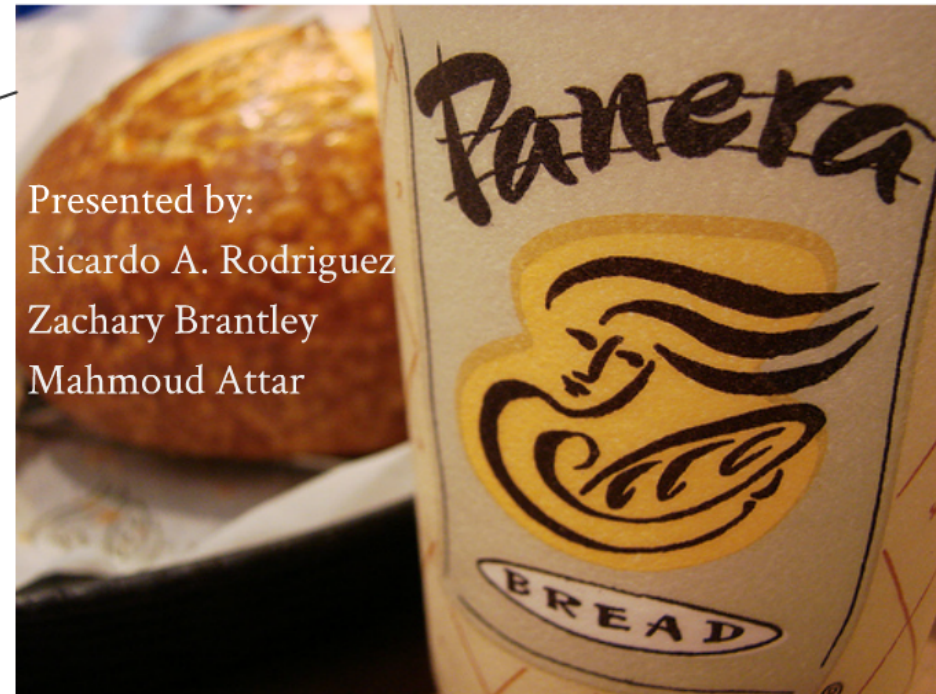


Panera Bread Company in 2011- Pursuing growth in a difficult economy.



Presented by:
Ricardo A. Rodriguez
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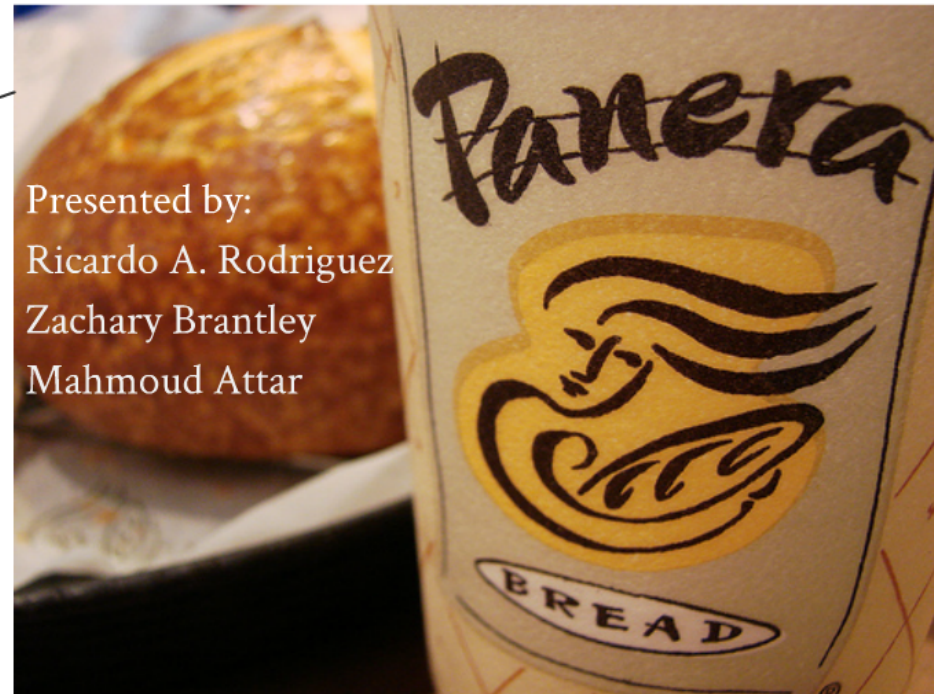


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Company History

- In 1981, Louis Kane and Ron Shaich founded Au Bon Pain.
- In 1993, Au Bon Pain Co. purchased Saint Louis Bread Company.
- In 1994, Ron Shaich and a team of managers traveled the country to study the market for fast food and quick-service meals.
- Market research determined that many fast-food patrons could be attracted to a higher-quality quick-dining experience (fast-casual).
- The vision was to create a specialty upscale café with quick-service menu selections. The Saint Louis Bread locations changed their menu and started providing a dining atmosphere.
- In 1997, Saint Louis Bread cafés were renamed Panera Bread.
- As of 2010, the Panera Bread Company operated 1,493 bakery-cafés nationwide and has revenues of \$1.5 billion.

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