

Ham for the Holidays



More reasons to love
a holiday classic.

Ham. We think it's one of the most beautiful single-syllable words ever created. It makes home smell like the holidays, makes sandwiches sing, makes leftovers worth looking forward to. Yes, ham is the centerpiece of many an ideal family meal.

It's no wonder, then, that December is the month of ham. During the holiday season, as people head home to spend valuable vacation days lounging with loved ones, more of this glorious meat is shared than at any other time of year. But why stop there? We think ham is worth celebrating all year long.

At Panera our clean ham is made from pork that contains no added artificial nitrates or added phosphates, no artificial sweeteners, preservatives, colors or flavors. So, all that's left is good ham. And all of our ham comes from pork that is raised without antibiotics, fed a vegetarian diet and lives crate-free during gestation.

In case you were wondering, a 3-ounce serving of our lean, smoked ham has 110 calories and 15 grams of protein. Are you starting to understand our love for ham?

Not yet? Then you might want to try some for yourself. Pick up a **Ham, Egg & Cheese Breakfast Power Sandwich**, with lean, smoked ham, all-natural egg and Vermont white cheddar on freshly baked whole grain bread.

Or try our new **Chicken, Ham & Swiss Flatbread** with chicken raised without antibiotics, lean, smoked ham, Swiss cheese, arugula, herb and garlic cream cheese spread and spicy brown mustard on whole grain flatbread.

And if turkey's more your holiday style, our **Roasted Turkey Cranberry Flatbread** is back for the season. It's clean, roasted turkey raised without antibiotics paired with classic holiday flavors in every bite.

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Parties are work, too.

Six tricks for a successful (and stress-free) soirée.

Congratulations on your decision to host a party. Don't stress. Deep breath. Repeat after us... "I am very popular and hospitable."

Good. Now that you're in the right mind space, here are some secrets for stress-free party planning. Just some tips and tricks that will help you relax and present your best self.

Cater it. If you're hosting at the holidays, chances are you're already stretched thin on time. A caterer will work with you to plan the tastiest spread and figure out the right amount of food to serve. With Panera® Catering, a Catering Coordinator can help you choose and customize a delicious menu made from select fresh, wholesome ingredients—plus they'll deliver it right to your door, providing you told them the right door to deliver it to.

Make a list. Not just any list—a detailed list of nouns you need. People, places, things. What to buy, what to order, what to borrow or set up, what to clean. You know...things. Then group the items by when they need to happen: two weeks before, a week before, the day before and the day of.

Cheat on cleaning. No one's going to check for dust under the upstairs bed or look to see if all the laundry's put away. Give the entertaining spaces a once-over, and the day of the party, clean the bathroom that your guests will use. Otherwise, feel free to sweep clutter behind a closed door and tuck mail and papers into a drawer.

Create a signature drink. No time to stock a full bar? Don't. Come up with one signature drink and make a big batch that can be poured throughout the night (think sangria or punch). Then get a few bottles of wine and some sparkling and still water, and have plenty of clean glasses and ice on hand.

Size up your space. Eye your furniture layout. Consider bringing in a few extra chairs from other rooms and arrange everything for maximum flow and comfort. Clear tables and shelves of frames and breakables, and spread coasters or placemats on surfaces for drinks. Roll up rugs you don't want either stained or tripped over.

Prep for success. A few small steps can make things a whole lot easier for you during party time. Set your oven on a low temp to heat dishes or keep others warm. Fill the sink with soapy water to hold used dishes in the kitchen. And have a stain-removing stick handy in case of spills.

And...go party!

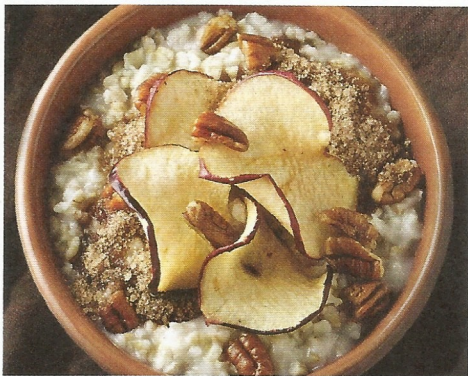
Eating Well, Your Way

What does eating well mean to you? Whether it's going meatless (even just on Mondays), avoiding gluten or keeping an eye on calories, we've pulled out some of our favorite menu items to help make those good-for-you choices easier. Check them out here, and visit PaneraBread.com to explore even more.



Vegetarian

Being a vegetarian doesn't mean you're stuck with salads. Our menu is filled with tasty choices you (and your taste buds) can really get excited about. To qualify for our vegetarian category, each item must not include meat, fish and shellfish. Milk and egg products, and enzymes or rennet from animal sources are allowed.



Organic steel cut oats, cooked to perfection. Sweet cinnamon crunch topping. Apple chips and toasted pecans. Our **Steel Cut Oatmeal with Apple Chips & Toasted Pecans** is all the tastes of fall in one satisfying and sweet breakfast.

More to try:

Butternut Squash Ravioli
Tomato Mozzarella Flatbread
Pumpkin Pie Bagel

Gluten Conscious

Avoiding gluten? As long as you don't have celiac disease or a wheat allergy (in which case you should check with your doctor), we've got some great options on our menu that could be just what you're looking for.*

*Given the likelihood of cross-contamination in our bakery-cafe environment, this list is not suitable for people with Celiac Disease, a heightened gluten sensitivity or a wheat allergy.



Our **All-Natural Turkey Chili** is a hearty blend of dark meat turkey raised without antibiotics and tender beans, slow cooked with veggies and spices. It's the perfect complement to your favorite salad or sandwich.

More to try:

Classic Salad with Chicken
Vegetarian Autumn Squash Soup
Pumpkin Spice Latte

Protein Rich

It's the powerhouse of any meal and gives your body the lasting energy to get you through even the roughest days. Check out these options, all providing at least 20% of the recommended daily value of protein, making each one an excellent source of this important nutrient.



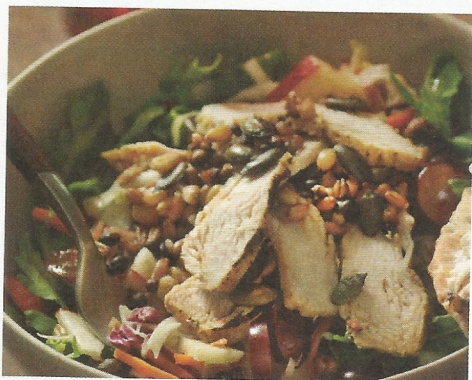
New this season, our **Roasted Turkey, Apple & Cheddar Sandwich** marries turkey raised without antibiotics, Vermont white cheddar, fresh apple and cabbage slaw, arugula and special sauce on our new Whole Grain Cranberry Walnut bread.

More to try:

Chicken, Ham & Swiss Flatbread (order 2)
Roasted Turkey Cranberry Flatbread
Power Kale Caesar Salad with Chicken

Calorie Conscious

Counting calories? Of course, you can always find the calorie information for your Panera favorites right there on the menu (and online at PaneraBread.com), but here we've picked out some of our favorite seasonal choices all 500 calories or less (not including the side).



Our new **Ancient Grain, Arugula & Chicken Salad** piles high the hearty flavor with chicken raised without antibiotics, fresh fruit and veggies, pumpkin seeds and our ancient grain blend of freekeh, farro, barley and daikon radish seed, all for 420 calories for a whole salad.

More to try:

Southwestern Chicken Flatbread (380 calories for 1)
Lentil Quinoa Bowl with Chicken (390 calories)
Ham, Egg & Cheese Breakfast Power Sandwich (350 calories)



Roasted Turkey Cranberry Flatbread &
Ancient Grain, Arugula & Chicken Salad
510 calories

Roasted Turkey, Apple & Cheddar
Sandwich & Autumn Squash Soup
580 calories

Chicken, Ham & Swiss Flatbread &
All-Natural, Low-Fat Chicken Noodle Soup
470 calories

YOU
PICK 2®

A Perfect Pair for 600 Calories or Less

With so many delicious choices, we understand it can be hard to settle on just one. So don't. Choose two instead! These seasonal You Pick Two® pairings not only feature some of our newest choices, but deliver all their great flavor in under 600 calories, side not included.