



(Un)Dressed to Impress

Some things get even better.

What's different?

No artificial sweeteners:

How sweet it is to know that we're using clean sweeteners in our salad dressings.

No artificial preservatives:

These are what give bottled dressings a long shelf life. We've replaced them with natural antioxidants, like rosemary extract, that act as preservatives.

No artificial flavors:

These false notes are gone, replaced with natural flavors or whole-food sources, like real lemon juice and fresh herbs.

You're probably asking yourself, why mess with a good thing? Well, we couldn't settle for good when we thought we could do something great. That was the thinking behind our new salad dressings. We've cleaned them up, which means all of Panera's dressings are free of artificial sweeteners, flavors, colors and preservatives. Why? We believe that fewer, fresher, simpler ingredients make everything taste better. We wanted our new dressings to be as close as possible to what you'd make in your own kitchen.

Here's how we did it: Our chefs broke down each dressing to its individual ingredients, swapped out all the artificial stuff for clean alternatives, then put them back together again. One dressing could take months to get just right, but it was totally worth it. Our salad dressings are as delicious as always, but now even better.

The Strawberry
Poppysseed & Chicken
Salad is back in season



The Most Wonderful Time of the Year

We know how much you miss our **Strawberry Poppysseed & Chicken Salad** when it's not on the menu. Yeah, it would be great to be able to enjoy it all year long, but we want to give you the very best. And the truth is, strawberries aren't so

great in the winter. But they're pretty awesome in the summer when they're in season. It's not just bright red strawberries that are at their best; a bunch of other colorful foods play a delicious part in your favorite salad. Get 'em right now in all their glory.

EAT YOUR COLORS



Pineapple This sweet yellow fruit is sky-high in vitamin C, low in fat and just 82 calories per cup. It's also the only known source of an enzyme that has been shown to reduce inflammation and promote healing.



Strawberries These berries are so good when they're in season that we can't get enough of them. And that's OK because a one cup serving provides an excellent source of vitamin C and is rich in disease-fighting antioxidants.



Romaine It's not just a bit player in your salad bowl. Along with a satisfying crunch, a single cup of chopped romaine gives you a dose of folate and vitamin A and K.



Blueberries With just 84 calories per cup, blueberries squeeze a whole lot of nutrition into a tiny package, including fiber, vitamin C, manganese and tons of antioxidants. The phytonutrient that gives them their blue-purple color is also responsible for their big-time health benefits.

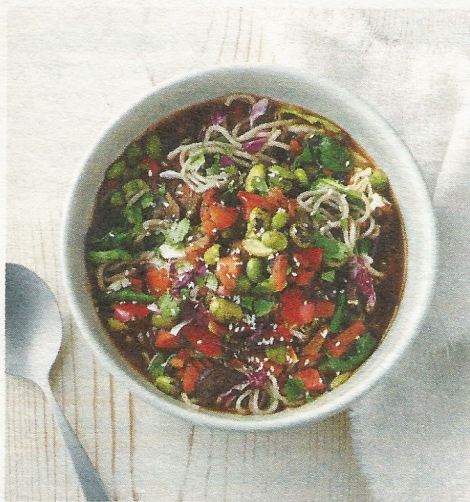


Pecans These buttery nuts add crunch to your salad and heart-healthy fats to your diet. A single cup of pecans is a good source of monounsaturated fatty acids and they also have vitamin E, which can protect skin cells from UV damage.

Eating Well, Your Way

Vegetarian

Whether you're going meat-free for health, environmental or animal-welfare reasons, 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.



Our **Soba Noodle Bowl with Edamame** piles buckwheat soba noodles, fresh spinach, napa cabbage, a roasted mushroom and onion blend and fire-roasted edamame in an umami soy-miso broth. It's all topped off with sesame seeds and cilantro.

Want more? Try these:

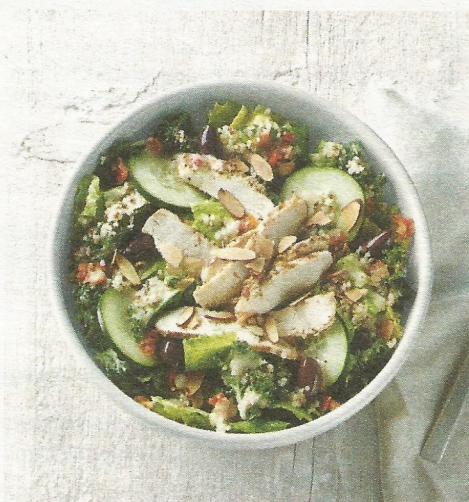
Steel Cut Oatmeal with Blueberries & Granola

Tomato Mozzarella Flatbread

Low-Fat Vegetarian Garden Vegetable Soup with Pesto

Gluten Conscious

Avoiding gluten? As long as you don't have an allergy or intolerance (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.



Our **Mediterranean Chicken and Quinoa Salad** is a soon-to-be new favorite for anyone who loves Greek salads. It gets a boost from organic quinoa, (actually a seed, and a great substitute for grains if you're watching your gluten intake), fresh kale and crunchy, toasted almonds.

Other delicious options:

Creamy Tomato Soup (order it without the croutons)

Classic Salad with Chicken

Summer Fruit Cup

There's no one-size-fits-all solution when it comes to eating better. It's whatever makes you feel your best. Whether that means avoiding meat, giving up gluten, eating more protein or choosing complex carbs, we have menu options that help make those good-for-you choices easier. Check out some here or visit PaneraBread.com to find even more.

Protein Rich

It's the powerhouse of any meal and gives your body the lasting energy to get you through even the roughest days. Sure, meat, eggs and dairy are the obvious protein choices, but plant-based options, like beans and quinoa, are great when you're looking to mix things up.



Our **Mediterranean Chicken Flatbread** combines chicken raised without antibiotics, curried lentil hummus, feta, cucumber and napa cabbage blend with tzatziki sauce on freshly baked flatbread.

Try these choices, too:

Power Kale Caesar Salad with Chicken
Superfruit Power Smoothie with Ginseng
BBQ Chicken Flatbread

Complex Carbs

You want your food to be as close to its natural state as possible. We get it. That means adding complex carbs and choosing whole, plant-based foods, like green veggies, whole grains and beans whenever you can.




Our **Power Almond Quinoa Oatmeal** is a great way to start your day. It's made with organic steel cut oats and organic quinoa, then topped with sliced toasted almonds, cinnamon and honey for the perfect mix of hearty and sweet.

Or give these options a try:

Greek with Chicken Salad
Low-Fat Vegetarian Black Bean Soup
Lentil Quinoa Broth Bowl with Chicken

You Can't Fake Goodness



We took a long, hard look at all of our ingredients and put a whole host of them on a No No list. Why? Because we think food that's cleaner and simpler just plain tastes better.

What does clean food mean? For us, it means removing questionable ingredients (like artificial colors, flavors, sweeteners and preservatives) from our menu. For you, it means delicious food you can feel good about eating. That's why we came up with a list of no-no ingredients, all of which will be removed from or never make an appearance in any of our food. Sure, you'll find these things in a lot of other food out there—we just no longer want them to be a part of ours.

We've been hard at work for more than a year replacing ingredients found on our No No List. And you know what we learned? It's not easy. But we're getting there. We've been revamping recipes so that they'll still taste as great as you expect them to, and in some cases even better.

One Ingredient at a Time

Once we got rolling, finding ingredients that could be replaced or improved went faster and got easier. For instance, we've always served fresh mozzarella, but the kind we used before had a pigment that helped keep it bright white.

One Ingredient at a Time (cont.)

But we don't need that. Our new mozzarella is free of that stuff and still tastes amazing—it's just plain fresh and delicious.

Our tzatziki, a traditional Greek condiment, is another great example. While our old tzatziki was high-quality, it was commercially made. So we thought, why not make it ourselves? Now our tzatziki is closer to how you'd do it in your kitchen: Greek yogurt freshly blended with cucumbers, shallots, garlic, herbs and lemon juice.

A Clean Commitment

In 2014, we started to identify and remove or replace questionable ingredients, with a goal of a clean menu at the end of 2016. "Questionable" is a good word: As consumers, we should all be asking questions about what we eat. Where is that chicken from, how was it raised and was it treated with antibiotics? Does this food contain artificial sweeteners? Can it be better? These are the questions that drive the food policy at Panera. We are committed to clean eating, a positive impact on the food system as a whole and transparency—we'll always tell you exactly what's in the foods we serve you.

Less Is More

To us, clean and simple go together. We're simplifying some of our ingredients and getting delicious results. One example is our deli-style roast beef, which has been replaced with sirloin steak. With that one move, we've eliminated the artificial caramel color (a no-no ingredient for us) that gives deli beef its trademark hue. Now, you can be sure that the beef you get in items like the **Steak & White Cheddar Panini** is all-natural and seasoned with just olive oil, salt and spices. We're also removing artificial colors from pastry icings and switching to real vanilla, which actually improves the taste of our freshly baked items.

We're well on our way to meeting our 2016 deadline for clean food. So far, 85 percent of the foods on our menu are free of no-no ingredients, and we're hard at work cleaning up the last few items. As the months roll on toward the end of 2016, the only difference you'll experience as you scan the menu at our bakery-cafes is feeling better about the food you're eating.

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