

Winter

Panera
BREAD®

Menu '16

Bowled Over



Your favorite soups,
only cleaner.

How clean your shirt stays while you sip your favorite soup from Panera is your business, but how clean the soup itself is? That's our business. For the past two years our food team has been hard at work remaking our bakery-cafe soups with totally clean ingredients.

So what do we mean by clean? No matter which soup you dunk your spoon into, you'll never slurp a single artificial preservative, sweetener, color or flavor, says Sara Burnett, the director of wellness and food policy at Panera.

A few of your favorites, like All-Natural Turkey Chili and Low-Fat Vegetarian Black Bean, have always been clean. But as of this January, our entire soup menu is clean. "All of our soups are catching up now," Sara says, including the Umami Broth used in our Broth Bowls, New England Clam Chowder, Vegetarian Creamy Tomato and Bistro French Onion. Yes, even our creamy, craveable Broccoli Cheddar has gone clean (turn the page for more on that soup's saga).

You're probably thinking, Wait, your soups were already so good—why mess with them? Well, we couldn't settle for good. We wanted great. We wanted soups that not only make you feel warm inside (like a good soup should); we wanted soups that you feel great about eating.

To do it, our chefs considered each ingredient in every soup and analyzed the recipes. Subtracting unwelcome ingredients wasn't enough, Sara says, explaining that "when we looked at the recipes for each soup, we reviewed the ingredients and asked ourselves

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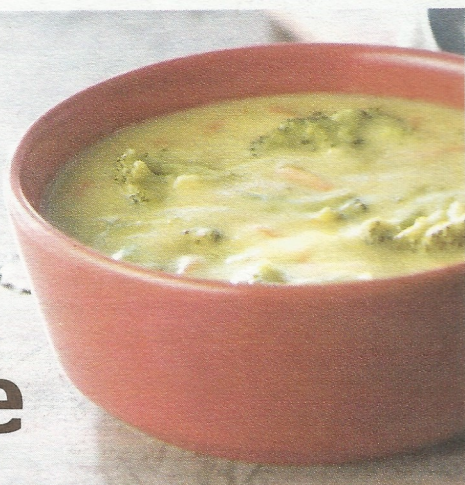
three questions: Is this ingredient necessary for the taste and texture? Is it overly processed? And what might be a better alternative that we can find in a well-stocked home pantry?" Every ingredient got a look-see, and when something came out, something better went in, and other ingredients were possibly adjusted. Let's just say, we went through a lot of spoons tasting our results!

Here are a couple of examples: Instead of using modified corn starch as a thickener, we swapped in plain old corn starch—the same as on your own pantry shelf. Instead of bleached flour, we now use unbleached flour.

Hydrolyzed soy and corn protein as a flavoring? Er, no thanks—we replaced them with natural flavors like those from white onions, chives and cream cheese.

Now our soups are something you can indulge in and feel good about eating. You can love each sip of soup and love what's in it. Put simply, from now on, you can have your soup and eat it too. What's not to love about that?

The Broccoli Cheddar Challenge



"Don't mess with my Broccoli Cheddar Soup!" OK, so no one actually said that to us, but we already knew that this was one soup that absolutely had to retain its cheesy appeal. It took some serious work, but we're proud to say, our Broccoli Cheddar Soup has gone clean—without changing what you love about it. And it only took 60 tries! Really.

The hardest part was keeping the smooth, velvety texture that keeps you coming back for more. The cheese we used before contained sodium phosphate, an additive that helps cheese melt consistently and stay creamy.

But that additive is on our No No List, so we worked with a cheese maker to create a new cheese without it. That meant we had to fiddle with other components, tinkering and tasting over and over until, at last, we got it just right. We also realized that the mustard in the original recipe had ingredients we didn't like, so we created our own Dijon mustard. And in taste tests no one could tell the difference, calling our clean Broccoli Cheddar as good or better than it ever was. Success!

Drink It In

Now there's no excuse to skimp on fruits and veggies.



Oh, hello, New Year! Did you make a resolution to get more fruits and veggies into your life, starting, like, now? Good for you. No, really: It is good for you. A diet packed with fruits and vegetables has been shown to help reduce the risk of heart disease and some types of cancer, and to control weight. It's that whole getting-at-least-five-servings-per-day thing that can get a little tricky.

But there's an easy way to get more fruit-and-veggie goodness into your diet. Simply break out the blender or juicer. Yup, you can sip your way to better health, whether you enjoy juice or a smoothie as a midday snack or replace a meal (like breakfast) with a liquid powerhouse. Not sure what the difference is between juicing and smoothies? Here's the deal:

Juicing is when you use a juicer to extract all the liquid from fruits or vegetables. The juice leaves behind the fiber from the whole foods but retains most of their vitamins, minerals and phytonutrients. Don't have a juicer or the time to create your own concoctions? Next time you're at Panera, pick up a **BluePrint®** bottled juice. Available in Green (romaine, apple, celery, cucumber, spinach, kale, parsley, ginger and lemon) or Red (apple, carrot, beet, lemon and ginger), BluePrint juices are a raw, organic, easy way to boost your fruit and veggie intake.

Smoothies are blender-created concoctions. Made with whole fruits and veggies, plus any other ingredients you like (think: protein powder, coconut water or a spoonful of peanut butter).

We're big fans of adding a scoop of Greek yogurt to smoothies. It turns your blend into a creamy and satisfying, protein-rich meal. Try our new **Blueberry Pomegranate Power Smoothie** at your local bakery-cafe, or whip up this High-Protein Pomegranate Smoothie (get the recipe below) at home—then sip and savor the goodness.

High-Protein Pomegranate Smoothie

Prep Time: 5 minutes

Servings: 3

Ingredients

- 1½ cups reduced-fat Greek yogurt
- 1 cup pomegranate juice
- ½ banana (fresh or frozen)
- ½ cup plain or vanilla whey protein powder (optional)
- ½ cup honey or agave nectar
- ¼ teaspoon vanilla extract
- Pinch of ground cinnamon
- Sprinkle of salt

Directions

Toss all the ingredients into a blender and blend until smooth.



Our Responsibility Journey

An inside look at how we're doing.



We have always believed in raising, serving and eating food that's good and good for you. In creating warm, welcoming bakery-cafes for our guests. In fostering a rewarding workplace for our associates, giving back to our communities and doing business with integrity. These are the values that are important to us when it comes to being a responsible company.

Add to that: Transparency. We took a stand early on by listing our calorie information right on our menu to make sure you could make informed choices based on your needs. And we have recently published our **2014 Responsibility Report** to share our commitments and provide transparency on our responsibility journey and related performance.

Take a look and you'll find out how our food team was inspired by East Asian and Indian cuisines to create new menu choices that make wellness a delicious experience, as well as other ways we're working to be a wellness ally for all our guests. You'll see what we're doing to care for our associates and provide them with opportunities for growth. And you'll find out how we're lessening our environmental impact, both in our bakery-cafes and elsewhere in our operations.

We hope you'll check it out. And if you have any ideas about how we can do even better, please don't be shy. We'd love to hear from you at Responsibility@panerabread.com.

You can find the Report online at PaneraBread.com/responsibility.