

Panera Bread Co in Consumer Foodservice (USA)

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Abstracts

Panera Bread Co is focusing on continuing its longstanding brand strategy: providing fresh, high-quality menu items made from natural ingredients; fostering a comfortable, premium dining experience at value prices; and fuelling consumer excitement with new products and seasonal offerings. The company will also continue to emphasise its MyPanera loyalty programme, which was launched in March 2011 and grew to nearly 10 million members by March, 2012. Panera Bread Co opened 112 new outlets in 2011...

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