



## How Panera Bread sold out to charity

The ever-popular Panera Bread is testing a whole new model of doing business. As a Kindness reader, this is something you're going to want to check out.

As detailed in this USA TODAY article -- Non-profit Panera cafe: Take what you need, pay what you can -- Panera Bread has turned one of its stores in Saint Louis into the non-profit restaurant Saint Louis Bread Company Cares Cafe. ("Similar cafes planned outside of the St. Louis area will be called Panera Cares Cafes. Panera was founded in St. Louis and still brands its restaurants there as St. Louis Bread Company," explains the article.)

Here's how it works: Rather than paying up at the end of the counter for their selected items, customers are asked to "take what they need, leave their fair share" at the register where all proceeds collected will go to charity.

Can't pay? No worries; you are still welcome to eat.

This concept has never before been tested at a restaurant chain, explains the article. Will it work?

Although experts are divided on the issue, early signs at this new site are promising. Since converting the restaurant this past Sunday, the location's revenue was up 20% on opening day vs. the previous Sunday.

The ultimate goal for this new concept?

Ron Shaich, who stepped down as Panera's CEO last week and visionary behind the effort, says that the non-profit Panera Foundation is his "next big thing."

"My hope is that we can eventually do this in every community where there's a Panera," says the entrepreneur, as quoted by USA TODAY.