

Au Bon Pain Caffeinates National Coffee Day with \$1 Coffee for Three Days

au bon pain.

Customers encouraged to pay it forward 9/29 – 10/1

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Au Bon Pain is raising the bar for National Coffee Day with a THREE-day pay-it-forward celebration. From Wednesday, Sept. 29, through Friday, Oct. 1, the bakery-cafe chain is offering freshly brewed drip coffees for just \$1 **and** encouraging guests to pick up two coffees – one for themselves and one (or two or three) to treat someone else.

This inclusive promotion is open to any guest from National Coffee Day on Wednesday, Sept. 29, through International Coffee Day on Friday, Oct. 1. Participating restaurants include **locations** in New York City, Washington, D.C., Miami and Philadelphia.

“What’s better than brightening someone’s day?” said Au Bon Pain Chief Marketing Officer Beth Collins. “We extended our National Coffee Day celebration to three days so our guests have more opportunities to enjoy \$1 coffee and spread joy to someone else.”

Ampex Brands, a Yum! Brands Inc. and 7-Eleven franchisee with more than 400 restaurants and convenience stores, acquired Au Bon Pain from ABP Corporation, a subsidiary of Panera Bread, in June 2021.

“Au Bon Pain’s greatest asset is its loyal guests,” said Au Bon Pain President Ericka Garza. “We are reminded of it every day while we’re in our cafes, and this is our way of giving back.”

Au Bon Pain (translated “from good bread”) offers gourmet convenience to travelers, students, commuters and friends. Its quality products made from simple ingredients are served in locations including transportation hubs, airports, urban office buildings, universities and hospitals. Read its full menu of fresh and flavorful sandwiches, bread, pastries, salads, soups and coffee or order online at aubonpain.com. Founded in Boston in 1978, the company was acquired by Dallas-based Ampex Brands in 2021, catapulting the company into the franchisor role and expanding its footprint internationally.

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