

Date: 11/16/2010 2:57 PM
Subject: Jonesboro- alternative site option

fyi...

Begin forwarded message:

From: Rick Postle <rick.postle@blueridgebread.com<mailto:rick.postle@blueridgebread.com>>
Date: November 16, 2010 6:57:46 AM CST
To: Josh Brown <Josh@haagbrown.com<mailto:Josh@haagbrown.com>>
Subject: RE: Jonesboro- alternative site option

Hi,

I hope to have plans this week and will send them over ASAP. Please send me the newspaper article about Kent and Panera. I did speak with Kent over the weekend and told him that we were going with you as the #1 choice, but would be interested in his site as a backup if the fairgrounds did not work out. He wanted to proceed with the final reading at the City Council tonight, which I am OK with so long as he does represent that he has a deal with us or that the only way will come to the city is if we get his site rezoned. With all of that said, I am committed to doing your site. Do you want me to speak with someone on the fair board to explain the situation? Rick

Sent: Monday, November 15, 2010 9:23 AM
To: Rick Postle
Subject: Re: Jonesboro- alternative site option

Rick,

Do you have any new information for me to forward to engineer?

Have a great Monday.

From: Rick Postle <rick.postle@blueridgebread.com>
Subject: **Panera Bread drive thru expectations**
Date: November 10, 2010 6:15:12 PM CST

Hello

Here is some data to use for planning the Panera Bread on the Fairgrounds site.

- 1- As a frame of reference: our Drive Thru will appear much the same as Chic-Fil-A's drive located on the pad at the Mall:
 - a. We anticipate a 6-8 car stack of cars from the entry point of the drive thru lane up to the pickup window.
 - b. We will have a pre-order menu board that educates customers about our menu prior to the actual order station.
 - c. We will have a order station/menu board where customers place their order and then pull up to the pickup window to receive their order.
- 2- We anticipate doing approximately 25% of our total daily business through the Drive Thru.
- 3- We should serve between 125-150 cars per day in the Drive Thru.
- 4- We will process the most cars in the AM breakfast timeframe: approximately 60 +/- cars; lunch will be the second busiest time with 45 +/- cars; the remainder of the business will be spread through the remainder of the day.
- 5- The idea of a Pick Up Window in which customers simply pick up their orders that we ordered over the telephone or fax is not a feasible solution to our Drive Thru strategy and, therefore, will not work for us (nor would it be approved by Panera). As such, the proposal put forth by Kent Arnold to the MAPC and City Council for the site at Parkwood and Stadium is not a realistic option that we would pursue (I believe I was clear in communicating our needs to Kent, but somehow our request morphed from a full fledged Drive Thru window into the concept of a limited use pick up window).

Please let me know if you need any more information.

Rick