

# ST. LOUIS BUSINESS JOURNAL

LATEST NEWS

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## **NFL's Johnson to open 12 Panera locations**

[Panera Bread Co.](#) announced Monday a franchise agreement with [First Picks Bread Co. LLC](#). First Picks is owned by Keyshawn Johnson, the Dallas Cowboys' current wide receiver.

The agreement includes the development of 12 locations in Santa Barbara, San Luis Obispo and Ventura counties by 2011. Panera Bread operates 825 bakery-cafes, including 21 current California locations.

St. Louis-based Panera Bread Co. (Nasdaq: PNRA) owns and franchises bakery-cafes under the St. Louis Bread Co. and Panera Bread names.