

Panera Bread Letter Consumer Rights

Read the Panera Bread Letter to America to answer the following questions in complete sentences. Use additional paper if necessary.

1. Read through the entire letter before answering this question. Who is the author of this letter and what is his purpose for writing it to America?

- 2. One of our consumer rights is the "Right to Safety". What health and food safety issues might the author be referring to in this article?
- 3. What does the phrase "challenge the status quo" mean to you?
- 4. Another consumer right is the "Right to Information". How is Panera Bread doing this? What information are they providing to their customers? Where can this information be found?

5. When the author talks about "clean food" what do you think that means?

- 6. We also have the "Right to have a Choice". What choices do we often make when it comes to our health, choosing foods and/or restaurants?
- 7. What choice(s) do we have in regards to this letter?
- 8. Thoroughly explain what the sentence "We all have a choice: Be part of the solution or part of the problem" mean?

9. If you wanted to exercise your "Right to be Heard" and challenge other food establishments to raise their standards and become transparent about the foods they purchase, prepare and sell to their consumers, what fast food eatery or restaurant would you write to and why?

10. In your opinion, will this be a successful campaign for Panera Bread? Explain why or why not? (Think about what this message means to you.)