Panera | G Pay

Panera gets that bread with Google Pay

📈 32%

Reached a sustained 32% share of wallet within one month of the implementation of Google Pay.*

📈 +7%

Average order value on Google Pay went up 7%.*
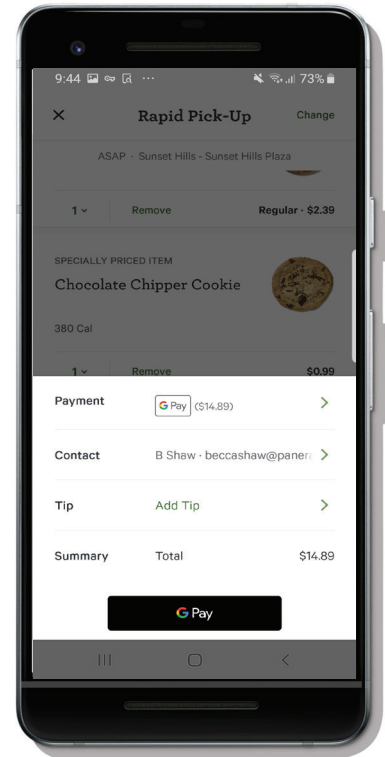
What is Panera?

Founded in 1980 as a single-store cookie vendor in Boston, Massachusetts, Panera has become one of the industry leaders in fast-casual dining. It's committed to serving the food that customers crave "when they want it, how they want it, where they want it," as Panera says on its website. The company simultaneously provides an elevated guest experience, including free Wi-Fi, a best-in-class app for rapid-pick up, delivery and in-cafe dining. Today, Panera has more than 2,300 cafes in the United States and Canada, 100,000 associates, and annual systemwide sales in the billions.

Customers adopt upgraded payment method

As part of its commitment to its customers, Panera has always been an early adopter of technology that enhances the user experience. When Android Pay was launched, Panera jumped at the chance to give customers a new payment option. Back then, the Android Pay button only showed up as a payment option when a user had a credit card set up on their mobile device. When Google Pay launched in March 2019, it allowed all Android users access to the Google Pay button, resulting in a significant uptick in adoption. In just the first week after launch, the share of Android orders doubled to 23%.* Within a month, Google Pay was being used on 32% of Panera's online orders in the Android app.*

Faster checkout and bigger checks

In its endless effort to improve the customer experience, Panera has made notable investments in technology, including mobile ordering, Rapid Pick-Up® for to-go orders and delivery, and the integration of Google Pay. The addition of Google Pay to the Panera app has improved the customer experience, making it easier and faster. Perhaps more importantly, average customer spend on the app has risen with Google Pay – proof that greater convenience and a more seamless experience doesn't just benefit the customer.

"The support [from Google] exceeded our team's expectations. They went above and beyond … to resolve an issue specific to the processor. They were very hands on, and provided great UI feedback with quick turnaround times."

Matt McGann
Lead Developer
Panera Bread

Learn more at **g.co/pay/business**