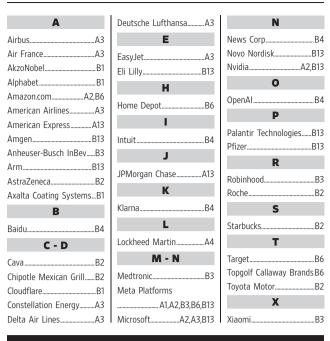
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Watch a Video: How Nike Plans to Catch Up After Falling Behind in the Sneaker Race





Can Nike make its shoes cool again? Scan this code to watch a video on how Nike's this code to watch a video on ho new CEO, Elliott Hill, is trying to reinvigorate the company to fix flagging 📭 innovation and dropping sales.

Toyota Invests in Hybrid Push

By Kelly Cloonan

Toyota Motor is investing \$912 million to increase production of hybrid vehicles in the U.S. to meet growing demand.

The investment would expand hybrid capacity at five manufacturing plants across West Virginia, Kentucky, Mississippi, Tennessee and Missouri, as well as bring production of the hybrid-electric Corolla to the U.S. for the first time, the Japanese carmaker said Tuesday.

The investment would create 252 new manufacturing jobs and is part of Toyota's commitment to invest up to \$10 billion in the U.S. over the next five years, the company

The move aims to meet growing demand for hybrid vehicles, the company said. About half of Toyota's U.S. vehicle sales are hybrids or electric vehicles, roughly double the industry's overall share.



The \$912 million investment would increase hybrid capacity at five U.S. manufacturing plants.

Toyota has been doubling down on its hybrid strategy in the U.S. recently as tax credits for EVs expire. It recently announced a \$14 billion plant in

North Carolina that makes hicles it sells in the U.S., with batteries mainly for hybrid ve-

The company currently assembles about half of the ve-

North American manufacturing facilities building 76% of the vehicles it sells in the U.S., according to the company.

Roche Shares Climb After Pill's Positive Breast-Cancer Trial Results

By Maitane Sardon

Roche shares rose after the Swiss pharmaceutical company said an experimental pill for breast cancer showed positive results in a large latestage trial.

The drugmaker said Tuesday that the trial results for the drug, giredestrant, open the door to adding a treatment option at an early stage of the disease, when most patients are diagnosed.

Shares of Roche climbed 6.8% in European trading.

Giredestrant showed statistically significant and clinically meaningful benefit compared with standard endocrine

that included more than 4,100 trant to achieve a positive patients, Roche said.

The pill is an oral selective oestrogen receptor, designed tients who to fight tumors driven by the

hormone estrogen, which are estimated to account for up to 70% of all breast cancer Overall sur-

vival data were immature but showed a posi-

tive trend, with no unexpected and lines of therapy. safety findings observed, Roche said.

This was the second largescale clinical trial for giredes-

outcome, following results from another study with pahad advanced

presented at an oncology con-The pill could gress in Octopotentially ber, it said. The treat the pany said there disease at

are five latestage trials unan early stage. der way for the drug that span multiple treatment settings

breast cancer

com-

Roche said it would share the results with health authorities with the aim of bringing a new potential treatment option to markets around the

'[Tuesday's] results underscore the potential of giredestrant as a new endocrine therapy of choice for people with early-stage breast cancer, where there is a chance for cure," said Roche's Chief Medical Officer Levi Garraway.

The stronger-than-expected results from the trial are a positive surprise, JPMorgan analysts said in a research

Roche has the potential to capture around \$5 billion in potential sales, even considering competition from Astra-Zeneca's rival treatment candidate camizestrant, they

Panera Plots a Turnaround With Menu, Decor Changes

By HEATHER HADDON

Panera Bread is readying a multimillion-dollar around strategy, and its chief executive wants less iceberg lettuce in the mix.

The St. Louis-based chain known for its sandwiches and salads is overhauling its menu operations and decor as part of an effort to reverse years of stagnant growth.

Among the changes: Many salads will again feature romaine lettuce, after Panera last year swapped in lowercost iceberg greens in some of its mixes.

"No one likes iceberg," said Paul Carbone, CEO of Panera Brands, parent company to Panera Bread, Einstein Bros. Brands and Caribou Coffee.

Panera helped pioneer the fast-casual restaurant model but has stumbled during the past decade. Competition from Chipotle, Cava and other restaurant chains grew, while Panera fell out of fashion with many consumers. Cutting customer favorites like black-bean soup didn't help, and some new items like flatbread pizza didn't catch

The roughly 2,200-location chain's U.S. sales peaked in 2023 at \$6.5 billion, and its units and sales haven't sub-

Panera's U.S. store count

2,500

2,000

1,500

1,000

500

Source: Technomic



'The guest doesn't dislike us, they have just forgotten about us,' said parent's CEO.

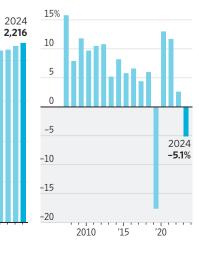
stantially increased since.

Carbone, who took over in March, said a long-planned initial public offering for the chain's parent company. Panera Brands, is on hold until namesake restaurant group can improve operations and sales.

The company said Tuesday that it aimed to boost Panera's annual sales to \$7 billion by 2028, from around \$6 billion currently, by drawing more customers and adding restaurants.

Panera's controlling shareholder—investment JAB—and chain franchisees have committed to spending tens of millions of dollars on the new multiyear turn-

Annual sales change



around effort. Carbone said. 'The guest doesn't dislike us, they just have forgotten

about us," Carbone said.

Taken private by JAB in 2017. Panera has cycled through three CEOs since 2020. JAB in 2021 said it was poised to take Panera Brands public, only to call off the deal the next year. Panera Bread's U.S. sales declined 5% in 2024 from 2023 levels, according to market-research firm Technomic.

Carbone said previous leaders cut too deeply into Panera's staffing and food quality as they tried to increase profitability.

The company didn't sufficiently test menu changes, he including Panera's launch of highly caffeinated "Charged Sips." Panera discontinued the drinks last year after facing lawsuits tied to alleged ill effects from their caffeine, which the chain settled.

Panera this year surveyed its customers, finding many wanted better portions and more-inviting cafes. The chain is now beefing up portions and variety, such as adding eight types of ingredients to its salad instead of

New beverages, such as cold Frescas and Energy Refreshers, are being added to compete with rivals like Star-

The chain plans to boost staffing to give more customers the option of ordering from a person versus digital kiosks, Carbone said. Panera and its franchisees aim to renovate older cafes to help bring more customers into stores, where about one-quarter of orders currently are consumed.

Carbone said he wants to resume adding new locations, including smaller cafes that are easier to run.

Panera has started to run new ads spotlighting its upgrades, including some starring former "Gilmore Girls" actors.

Who's Who of Distinguished Leaders: 2025 Honorees

Since 1898, Marquis Who's Who has remained the standard for reliable and comprehensive biographical reference material. We are proud to highlight hand-selected listees who have been recognized as Distinguished Leaders in their fields of endeavor.

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