

## BUSINESS CONCEPT



## CONCESSION STANDS, SNACK BARS AND KIOSKS – HOT AND TOASTY SANDWICHES

easyfood

DANISH  
BAKERY

**Simple changes can make a difference.** Like serving hot sandwiches. Hot sandwiches are very popular among customers as they are shown to give a more “full” feeling, and they are a perfect alternative to a burger.

**Customers want breakfast, lunch and dinner options all day.** People are “grazing”. Lifestyles are busy, and this has driven growth in the sandwich market.

**Hot sandwiches have nearly two times the buyer conversion rate than cold sandwiches** (VideoMining C-store MegaStudy). Turn shoppers into buyers. Include both hot and cold options when developing your menu.

Giving customers what they crave does not have to be difficult. Use the sandwich grill you already have to improve sales with quality grab-and-go sandwiches.

**Fast, hot, quality sandwiches drive sales.** The best way to sell hot sandwiches is by having bakery quality bread products. Add dips and dressings for menu variety.

**Value, variety and quality - and made to order -** all appeal to the new generation of consumers. Heated thaw-and-serve sandwiches add excitement and reduce waste. A quick and easy way to boost sales.

### THE CHALLENGE

- Serve something other than hotdogs
- Find a product for all age groups
- Find a product to serve all day
- No space to make fresh salad or sandwiches

### THE BOTTOM LINE

- No wasted ingredients
- No preparation time (or space) needed
- Prolonged shelf life
- ROI: Only 5 sandwiches sold per day, payback examples within 2 months

### THE SOLUTION

- A thaw-and-serve product
- Implementation in existing setup, no extra staff needed
- Fast and easy handling
- Many menu variations possible

## NEW CHOICES



easySandwich w. ham & mozzarella



easySandwich w. chicken



Luna w. ham & cheese