

BUSINESS CONCEPT



BROAD MARKET OPPORTUNITIES – STYLE YOUR PRODUCTS, IMPROVE YOUR SALES

easyfood

DANISH
BAKERY

Everyone is looking for the next “croissant”. People are making all kinds of hybrid mixes with donuts, pretzels and even sushi. Anything to drive the price up again.

Try Danish Crescents instead and earn more money. French croissants are everywhere - also in large discount chains - you can always find them cheaper somewhere else.

Danish Crescents are unique and hold their price levels. They are slightly sweet and lightly fresh. And always surprising, with many different fillings such as chocolate, marzipan, apple and raspberry.

Crescents have a familiar shape, but they are made of soft yeast dough and have a completely different texture and taste profile. A true Danish specialty.

No mess on the go. Crescents do not flake or crumble when you are on the move. Delicious, tender pastry that is easy to handle - for both staff and customers.

Styling is their strong point. Decorate the crescents and increase the price. Develop your own unique signature products and stand out from the competition.

THE CHALLENGE

- Renew the croissant category
- Add color and variety to displays
- Find versatile product with universal appeal
- Find product with higher price point

THE BOTTOM LINE

- Profitable price point
- Extra earnings by simple styling
- Possibility for differentiation
- Increased transactions in the category

THE SOLUTION

- Unique Danish pastry
- Solid basis product
- Known shape, new expression
- Many variations possible

THE BENEFITS

Universal appeal

Danish Crescents never lose their charm. They have a likeable shape and a mild, pleasant taste.

Customized variations

Develop fillings and toppings especially suited to your local customer base. Try seasonal variations or limited-time offers for special holidays or events.

Presentation

Crescents are eye-catching and attractive. Highlight your display case with the special ingredients in your crescent range like nuts and fresh berries.

Combination menus

The perfect match for a cup of coffee or an easy add-on to a combination menu. Crescents go well with other products.

Styling

Color theory suggests that warmer colors such as reds, oranges, yellows and browns can help to stimulate the appetite. Add value by decorating. A little color can brighten up a whole assortment. We can help with styling ideas and decorating tips.