

## BUSINESS CONCEPT

# Temptations

## CONVENIENCE STORES AND COFFEE SHOPS – ALWAYS BE TEMPTING

easyfood

DANISH  
BAKERY

**Once you love something, you can't forget about it.** That's the way it is with our Temptations.

**Temptations capture attention - and hearts.** Swirls of light, fluffy dough spiraled around cinnamon and fresh fruit fillings. These delicate sweet rolls are made of yeast dough and have a very fine crumb and texture. Delicious. Colorful. Like beautiful roses.

**Fascinating, exciting shape.** You can't resist opening them up and pulling them apart into bite-sized pieces. Social. Our studies show that customers love to peel off the soft "petals" of the rose and share with friends.

**Handmade.** Three swirls of dough are placed by hand into the baking cups. Handmade quality - and high price point.

**Visually strong.** Something you can't find anywhere else. Eye-catching. Increase impulse sales at checkout. High recognition among customers.

**Best-selling product.** Always a hit. Temptations are a best-seller at Germany's top chain of coffee shops. And the #1 cake at the largest chain in Denmark. Taste profiles are perfect for coffee.

### THE CHALLENGE

- Capture new generation of coffee drinkers
- Renew the muffin category
- Add color and variety to displays
- Find product with higher price point

### THE BOTTOM LINE

- Profitable price point
- Possibility for differentiation
- More impulse sales

### THE SOLUTION

- A thaw-and-serve product, longer shelf life
- Unique product
- Fast and easy handling
- Full display all day
- Many variations possible

### THE BENEFITS

#### High price point

Handmade, exclusive, unique. No similar products on the market = no other prices for customers to reference. Customer expectations to price are high.

#### New life

Create new life in your display case. Create attention for older products by placing Temptations in the middle of your display.

#### Customized variations

Develop fillings ideally suited to your local customer base. Try seasonal variations with seasonal fruits or limited-time offers for special holidays.

#### Universal appeal

Temptations have been successful on international markets. Familiar taste profiles in a new shape.

#### Color

Color theory suggests that warmer colors such as reds, oranges, yellows and browns can help to stimulate the appetite. A little color can brighten up a whole assortment.

#### High volume - low weight

Visually filling, but not heavy. Customers can easily combine with other small items. Easy to handle - for both staff and customers.