

BUSINESS CONCEPT



PANINI Go

CONCESSION STANDS, SNACK BARS AND KIOSKS – SERVE SOMETHING NEW AND EASY

easyfood

DANISH
BAKERY

Customers want more than hot dogs. It used to be that customers just bought the cheapest hot dogs and the cheapest coffee they could find. Not anymore.

Panini sandwiches raise quality and taste great. Bakery quality rolls and tasty fillings raise the bar above the ordinary. Fully baked and ready to serve.

Standard fillings - chicken, ham & cheese - have universal appeal and can be enjoyed by all ages.

Creative menus, interesting sauces and a little marketing are the keys to the most successful concession stands, snack bars and kiosks. A little chili ketchup, curry sauce or honey mustard is enough to change the flavor of Panini sandwiches and give customers more

choice. Download a POS sign or professional photo from us and you are ready to go.

Fast to thaw - fast to serve. Thaw-and-serve sandwiches can be added to any lineup. If you already have hot dogs, you have what it takes to serve sandwiches - no extra equipment is needed.

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 energy costs to heat up product
- No preparation time (or space) needed

THE SOLUTION

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

HEAT IT UP



Panini grill



Microwave



Merrychef high speed oven