

## BUSINESS CONCEPT



## CONVENIENCE STORES AND COFFEE SHOPS – FUTURE-PROOF YOUR BUSINESS WITH MERRYCHEF

▲ easyfood

DANISH  
BAKERY

**Grow your business by doing less.** Cut down on machines, energy costs and preparation time - and boost sales. Heat Panini in a Merrychef and gain many new menu possibilities.

**Optimize your equipment to improve sales.** Drop the bun toaster, sandwich press and snack roller. Fast, easy, consistent high quality with one machine.

Merrychef ovens combine microwave energy with hot air to achieve a crisp and brown finish at microwave speed. Panini sandwiches can have longer shelf life if they are refreshed in a Merrychef. Less waste and better quality.

**Get it right every time. No stress.** With touchscreen picture icons, anyone can cook. Hot and toasty sandwiches in 45 seconds - perfect every time.

**Get the most out of your Merrychef oven.** New recipes. New combinations. Start with potatoes, add Panini, and then a third element. We create customized menu concepts.

**Technology of the future.** Menu concepts are constantly evolving. Use equipment - and sandwiches - that can multitask.

### THE CHALLENGE

- Reduce preparation time
- Increase efficiency
- Find new products for a Merrychef oven
- Find new ways to use a Merrychef oven
- Find new recipes and exciting new menus

### THE BOTTOM LINE

- Use 1 machine instead of 3
- Expand hot food sales
- Reduce training and labor costs
- Reduce energy costs
- Reduce waste - positive CSR
- Reduce preparation time to under 1 minute

### THE SOLUTION

- Thaw-and-serve, shelf life increased to 4 days
- Implementation in existing setup, no extra staff needed
- Fast, easy, reliable cooking platform
- Huge flexibility, varied menus
- Technology of the future

## THE BENEFITS

### Speed

Produce high quality sandwiches and menus with Merrychef at speeds up to 15 times faster than conventional cooking.

### Peace

Menus and development should be your focus - not preparation or inconsistency issues. Using equipment that takes care of this for you is the key to efficiency and productivity. And peace of mind.

### Preprogrammed menus

We evaluate stores and review menus first, and then recommend an optimal equipment setup. We test new menu items, establish cooking times and preprogram ovens. Simply download program recipes via a USB port.

### Products made for Merrychef

Easyfood continually develops products that are ideal for Merrychef technology.

### Customized - local menus

Serve unique menus ideally suited to your local customer base. Create seasonal menus and limited-time offerings. Add fresh salad, dips, dressings and chips. Panini bring great menu variety and low waste.

### Value, variety and quality

Give customers faster service and more choice. Add excitement and reduce waste.

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## 1. START-UP

- Store check: What is the overall experience?
- Status: What are you satisfied/dissatisfied with?
- Dialogue: What are the challenges?
- Benchmark: Where do we want to be?
- Potential: What can we do within the existing setup?
- Knowledge sharing
- Expectations

## 2. BUSINESS ANALYSIS

- Review of product lines, ranges
- Categories, volumes, dayparts
- Time slot management
- Visual product presentation
- How do we adjust the existing operations?
- What will bring the most profit?

## 3. WORKFLOW & OPERATIONS

- What is the natural workflow?
- How many tasks do employees have?
- What causes bottlenecks or waiting times?
- Preparation time per unit
- Peak times and peak products
- How can we optimize and reduce labor costs?
- How can we reduce waste for positive CSR?

## 4. DESIGN & EQUIPMENT

- What is possible in the existing setup?
- Can we increase shelf life and reduce preparation time by using Merrychef technology?
- Space management and shelf planning
- Interior design, colors, expression
- Use of lighting, fixtures, props, material

## 5. CONCEPT & MENU

- Optimal assortment - size and composition
- Visual and physical quality of the products
- Product display options and techniques
- Styling and presentation of products
- Shelf planning, planograms
- Menu and recipes, also for Merrychef
- Preset Merrychef programs

## 6. TEST

- Train staff
- Run new products and processes
- Test planogram and time slots
- Measure quality, performance and customer experience
- Monitor and adjust until ready to implement
- Develop full rollout plan

## 7. STAFF TRAINING

- Complete concept manual and training:
- Preparation and sandwich making
  - Raw material handling, HACCP control
  - Shelf planning, planograms
  - Styling and presentation of products
  - Staff incentives
  - Multimedia programs

## 8. FUTURE PLAN

- Category updating
- New product launches, designed for Merrychef
- Recipe building: combo recipes with several elements
- Future product, concept development
- Ongoing optimization
- Ongoing innovation of recipes for Merrychef

## EQUIPMENT



Merrychef  
high speed oven