

BUSINESS CONCEPT



PANINI
Fresh

CONVENIENCE STORES AND CHAINS – CAPTURE GROWTH THROUGH FRESH OPPORTUNITIES

▲ easyfood

**DANISH
BAKERY**

Why offer fresh sandwiches? Fresh prepared foods is a fast-growing category, and stores that do it right will win the game. Find a way to be relevant or lose ground.

Fresh = healthier, for many customers. Products sell better when they are fresh. If you can deliver consistent quality and appealing menus, fresh food brings higher margins and a way to truly stand out from the rest.

Customers want choice. More and more, customers today want sandwiches prepared for them, in front of them - with more variety so they can pick and choose. They are getting used to deciding for themselves.

With fresh filled Panini, you can deliver sandwiches that rival the best quick-service and fast-casual restaurants. Taste and freshness is consistent across all dayparts.

A customer purchasing a sandwich at 9 a.m. and 3 p.m. has the same quality experience.

Keep it simple with two Panini, fixed menus and 3-5 extra ingredients. Then, when ready, scale up and expand.

Fresh on demand - a new way to challenge the market and gain competitive advantage.

THE CHALLENGE

- Keep product displays full and fresh all day
- Profile business as fresher, healthier
- Find a complete solution, no time to coordinate suppliers

THE BOTTOM LINE

- Charge 75%-150% more than typical snack items
- Earn extra with 3-item combo menus
- Use in-store ingredients - reduce waste
- Eliminate waste of expensive ingredients

THE SOLUTION

- A thaw-and-serve product, longer shelf-life
- Implementation in existing setup, no extra staff needed
- Fast and easy handling, same time target as a hotdog
- Full product display all day, many menu variations

THE BENEFITS

Win with bread

Bread makes a sandwich. Sliced onions and tomatoes cannot vary that much from store to store. Bread is the one thing that separates you from the competition.

Use your own ingredients

For c-stores with limited space, optimizing inventory is critical. Approximately 20% of menu recipes are fresh ingredients and the rest are pre-packaged items such

as dips, dressings and chips that can already be found in stock. The expensive ingredients - meat and cheese - are already packed in the Panini.

Focus on quality

Branded sandwich chains may have consistent menus, but that does not mean they offer the highest quality. Raise the bar on bread quality and menus, and avoid the lowest price trap. Market your sandwiches by using images.

Customize menus

Serve unique menus ideally suited to your local customer base. Create seasonal menus and limited-time offerings. Quick-service restaurants are built for mass markets and cannot adapt their menus to local markets. Panini bring greater menu variety, such as ethnic-inspired sandwiches, and the ability to be flexible and react to changing trends quickly.

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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 optimizing 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

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. MERCHANDISING

- Promotional campaigns
- Cross-selling schemes
- POS material
- Eye-catching signage, counter top displays
- Digital media
- Marketing plans

9. FUTURE PLAN

- Category updating
- New product launches
- Recipe building
- Future product, concept development
- Ongoing optimization
- Ongoing innovation