

SWAN BAKERY

Support package includes:

Oven & Display Equipment • On-Site Training • In-Store Documentation • Point of Sale

Country Choice provides all the ingredients needed to create and run a successful in-store bakery operation.

- Quality Products
- Modular Equipment
- Free on-site Training
- Point of Sale
- Regular Promotions



CountryChoice
a Sysco company

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countrychoice.co.uk



SWAN BAKERY 500

For those with a medium sized store our Swan Bakery 500 is perfect. This eye-catching unit has a simple modern look and feel and will grab customers attention.

With a sturdy metal frame, wipeable tile effect backwall and stylish wooden trays and backlit lights, this unit is flexible and will help maximise bakery sales.

- Perfect intermediate level
- Stylish design
- Core range

Annual Profit typically £7,620 based on selling approximately 75 units per day	POR Typically 38%
STORAGE & PREPARATION • 6ft Freezer • 3-Tray Oven • 2 Wash-Up Sinks & 1 Handwash Sink	

Available in two sizes:
Gondola height (pictured). Tower height with an extra shelf.
Units supplied subject to T&Cs.



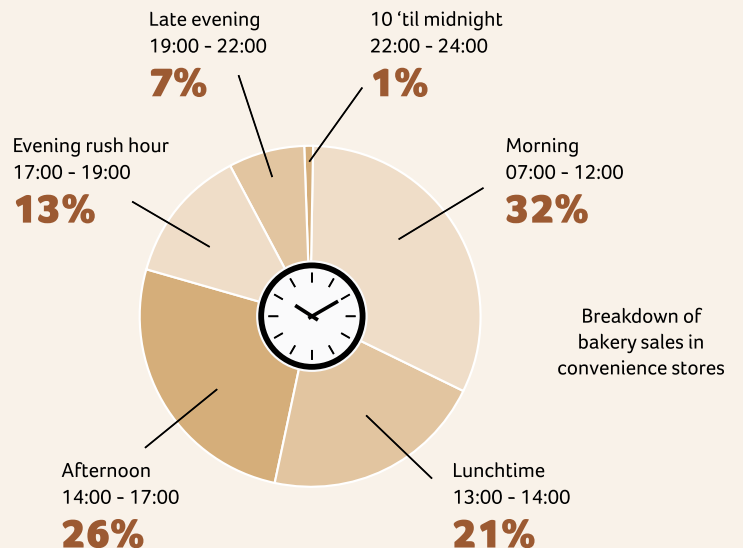
SB TILE A

PM AVAILABILITY

PM availability is at the heart of successful retailing. Poor availability means missed sales and lost profit.

47% of ISB sales take place after 2pm. Full availability drives an uplift in sales and margin.

30% sales growth opportunity by making core lines available after lunchtime



SWAN BAKERY 1000

For those with a large sized store our Swan Bakery 1m is ideal. It has a comprehensive selling space for a full bakery range of core products, as well as speciality loaves and fruit pies.

With a sturdy metal frame, wipeable tile effect backwall and stylish wooden trays and backlit lights, this unit is flexible and will help maximise bakery sales.

- Perfect comprehensive level
- Stylish design
- Core range and more

<p>Annual Profit typically £11,060 based on selling approximately 110 units per day</p>	<p>POR Typically 38%</p>
<p>STORAGE & PREPARATION • 6ft Freezer • 3-Tray Oven • 2 Wash-Up Sinks & 1 Handwash Sink</p>	

Available in two sizes:
Gondola height (pictured). Tower height with an extra shelf.
Units supplied subject to T&Cs.



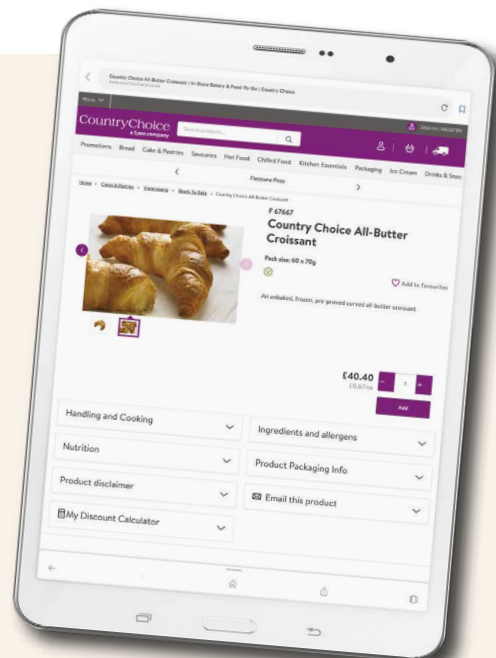
SB TILE C

TRAINING ACADEMY - TRY IT NOW!

Need to brush up on your bakery skills? Staff up-to-speed on preparing your in-store bakery selection?

Our Online Training Modules are a great way to test your knowledge on In-Store Bakery, Food-To-Go and general Health & Hygiene. Just log onto the Country Choice website where you'll find them in the Customer Zone.

Don't forget you can place your order online and that our website is packed full of helpful advice and features.



COMPACT AND STANDARD OVENS

All Country Choice ovens have been developed to maintain a constant internal core temperature ensuring baking consistency, quality and reliability.



Compact 4-Tray Oven

Oven Dim: 602(w) x 570(h) x 660(d)mm
 Stand Dim: 602(w) x 740(h) x 660(d)mm
 Total height: 1310mm
 Power requirement: 1 x dedicated 13amp (3.0kW)

Standard 3-Tray Oven

Oven Dim: 800(w) x 429(h) x 813(d)mm
 Stand Dim: 800(w) x 740(h) x 813(d)mm
 Total height: 1169mm
 Power requirement: 1 x dedicated 13amp (3.0kW)

ENTRY LEVEL BAKERY

Our Entry Level Bakery concept consists of four wooden trays with eye-catching point of sale. An easy-to-manage range of best sellers ensures maximum sales from minimum space.

This range can be extended to suit available space.

- Low risk
- Core range
- Easy to install



Annual Profit typically £3,190

based on selling approximately 30 units per day

**POR
Typically 43%**

STORAGE & PREPARATION • 6ft Freezer
 • Compact 4-Tray Oven • 2 Wash-Up Sinks & 1 Handwash Sink

BEST SELLING BREAD, CAKES & PASTRIES



Pain Chocolat
Code: F67666



All Butter Croissant (curved)
Code: F67667



Maple Pecan Plait
Code: F67585



Chocolate Croissant
Code: F67590



Danish Selection*
Code: F67586



Belgian Bun
Code: F64085



Giant Decorated Bakewell Tart
Code: F64125



Glazed Ring Donut
Choc: F67076



Parisienne (400g)
Code: F60890



White Demi Baguette
Code: F60888



Harvest Grain Demi Baguette
Code: F60889



Batched Crusty Rolls
Code: F60094



Large Cheese Batched Baps
Code: F60322



White Organic Loaf (400g)
Code: F60250



White Crusty Rolls
Code: F60900



Malted Grain Cob (400g)
Code: F60926



White Sandwich Baguette
Code: F60887



Brown Organic Loaf (400g)
Code: F60260



White Bloomer (400g)
Code: F60927



Large Tiger Batched Baps
Code: F60323

FLOOR STANDING DISPLAY UNIT

This unit is the perfect way to display impulse purchases - site near the till, next to a coffee machine or at the end of aisle. Great for a wide variety of grab and go sweet treats, ambient savouries, sweet buns and cookies.

- Highly flexible for ambient savoury and confectionery grab bags
- Bright and colourful pictorial shelf edge labels.



Annual Profit typically £3,210
based on selling approximately 25 units per day

POR
Typically 34%

Dimensions: 445(w) x 1495(h) x 455(d) mm

BAGUETTE DISPLAY UNIT

This simple hexagonal unit with a small footprint offers great opportunities for uplifting Parisienne sales when sited around the store. Place near your tinned soup or chiller near butter and cooked meats isle.

- Ideal for medium to large users of the white Parisienne needing a secondary display unit
- High capacity – up to 24 baguettes



Annual Profit typically £1,160
based on selling approximately 10 units per day

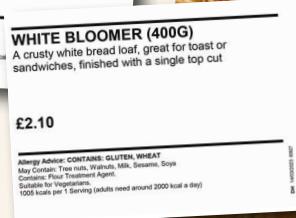
POR
Typically 32%

Dimensions: 400(w) x 1106(h) x 343(d) mm

POINT OF SALE

We offer a range of point of sale items designed to help communicate your in-store bakery offer to customers.

Order online at CountryChoice.co.uk through your Regional Sales Executive or Telesales Operator.



Country Choice

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