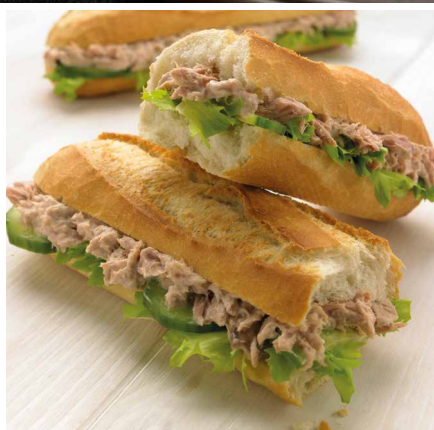


# bake & bite

Preparation & Display Equipment • Training • Point of Sale • Category Management

Country Choice provides all the ingredients needed to create and run a successful Food-to-Go operation.

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



CountryChoice  
a Sysco company

0344 892 0399  
countrychoice.co.uk



# HOT FOOD TO GO ENTRY LEVEL

The **Small Savoury Concept** is the ideal entry-level concept for retailers wanting to offer shoppers a small range of best-selling savoury pastries.

## KEY FEATURES

- Core range of best sellers
- Small footprint
- Position near till
- Optional base unit with integrated oven or confectionery shelving available



### Small Savoury Concept

The Hot Spot unit can be provided with a base including a midi 3-tray oven.

**Annual Profit typically £8,000**

based on selling approx 40 units per day

**POR**  
Typically 32%

Subject to minimum spend  
Dim: 640(w) x 1495(h) x 760(d)mm  
Power requirement: 2 x dedicated 13amp (3.7kW)  
A minimum of 70cm working area is required behind the unit.  
Storage & Preparation: 6ft freezer, 3-tray oven, 2 wash-up sinks, 1 handwash sink



### Hot Spot & Impulse Confectionery

Base for housing the Hot Spot Display including shelves for impulse confectionery grab bags.

**Annual Profit typically £10,500**

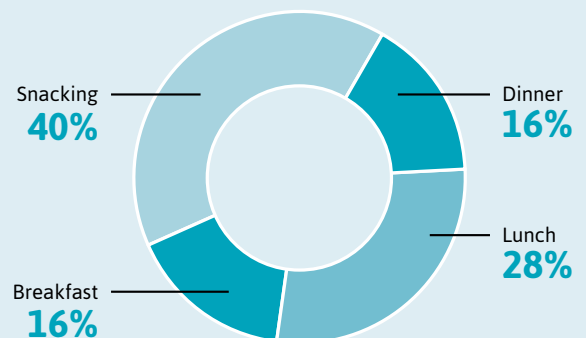
based on selling approx 70 units per day

**Typical POR**  
Hot Food 32%  
Confectionery 33%

Subject to minimum spend  
Base: 640(w) x 895(h) x 550(d)mm  
With Hot Spot: 660(w) x 1487(h) x 550(d)mm  
Power requirement: 1 x 13amp (1.1kW)  
Storage & Preparation: 6ft freezer, 3-tray oven, 2 wash-up sinks, 1 handwash sink

## WHEN DO PEOPLE BUY FOOD-TO-GO?

- The majority of food-to-go is bought between breakfast and mid-afternoon
- The key growth segments are breakfast and snacking.  
**Make sure to change your offer during the day, offering a great breakfast and lunch option**
- Coffee is a key driver of food-to-go particularly at breakfast and the snack occasion.  
**Make sure to link coffee with viennoiserie and hot food in the morning and impulse confectionery in the afternoon**



% of food-to-go sales by day part



# HOT FOOD TO GO MEDIUM / LARGE STORES

The **Hot Ambient** unit is the ideal unit to offer customers the perfect range of core savouries and confectionery.



## Hot Ambient Unit

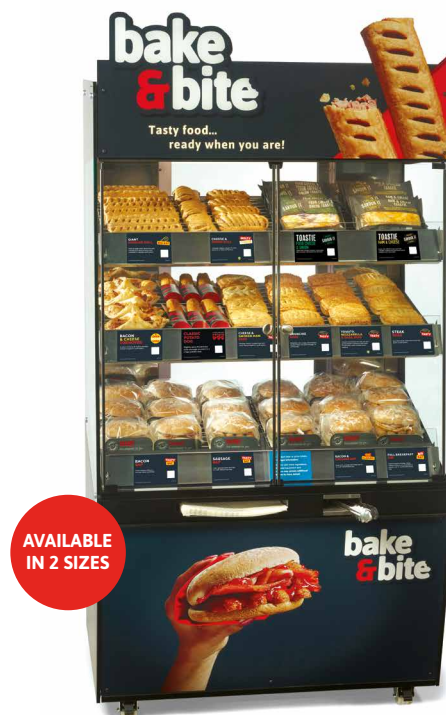
An ideal unit for a medium sized store to offer customers the perfect range of core savouries and confectionery.

**Annual Profit typically £19,750**  
based on selling approx 100 units per day

**Typical POR**  
Hot Food 29%  
Confectionery 33%

Subject to minimum spend  
Dim: 620(w) x 1918(h) x 485(d)mm  
Power requirement: 2 x dedicated 13amp (2kW)  
Storage & Preparation: 6ft freezer, 3-tray oven, 2 wash-up sinks, 1 handwash sink

The **Hot Gondola/Tower** provides high volume retailers with a floor standing hot display unit for savoury pastries and hot sandwiches.



## Hot Food-To-Go Gondola/Tower Self-Serve

A self-serve, heated cabinet available with or without doors for unwrapped or packaged products.

**Annual Profit typically £24,000**  
based on selling approx 100 units per day

**POR**  
Typically 29%

Subject to minimum spend  
Gondola Dim: 928(w) x 1650(h) x 663(d)mm (628w with doors available)  
Power requirement: 1 x dedicated 13amp (2.8kW)  
Tower Dim: 634(w) x 1900(h) x 663(d)mm  
Power requirement: 1 x dedicated 13amp (2kW)  
Storage & Preparation: 6ft freezer, 3-tray oven, 2 wash-up sinks, 1 handwash sink

## SAVOUR IT



Our ready assembled wraps, paninis and toasties, come individually wrapped in ovenable film. Simply "bake in the pack" from frozen in around 25 minutes and display in a suitable hot unit for up to four hours. Available in ten delicious varieties, enabling you to offer hot sandwiches for your breakfast and lunchtime trade:

Tuna Melt Toastie  
Four Cheese & Onion Toastie  
Ham & Cheese Toastie  
BBQ Chicken Toastie  
Meatball Melt Wrap

Bacon Panini  
Sausage Panini  
Ham & Cheese Panini  
Four Cheese & Red Onion Panini  
Chicken Fajita Wrap

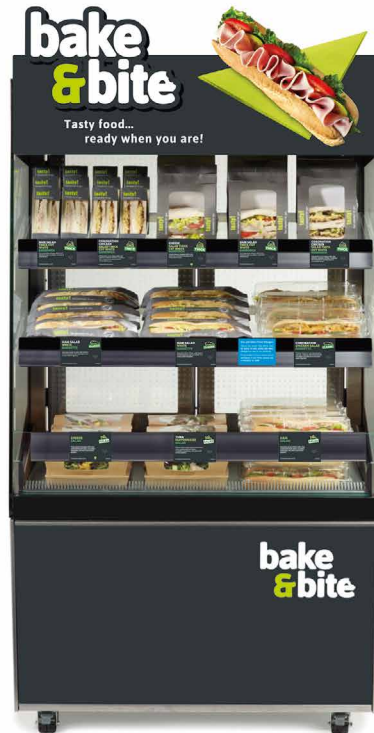


# CHILLED FOOD TO GO MEDIUM / LARGE STORES

The **Chilled Gondola/Tower** provides high volume retailers with a floor standing chilled display unit for baguettes, sandwiches, salads and wraps.

## KEY FEATURES

- Best selling baguettes and chilled products
- Self-serve
- Variety of sizes available
- Supported by eye-catching point of sale



### Chilled Gondola Self-Serve

A self-serve refrigerated unit. Combine with the Hot Food-to-Go Gondola to provide a comprehensive Food-to-Go solution.

Annual Profit typically £15,300  
based on selling approx 40 units per day

POR  
Typically 42%

Purchase only  
Dim: 920(w) x 1658(h) x 754(d)mm  
Power requirement: 1 x dedicated 13amp (2kW)  
Storage & Preparation: 6ft freezer, 3-tray oven, 2 wash-up sinks, 1 handwash sink



### Chilled Tower Self-Serve

A self-serve refrigerated unit. Combine with the Hot Food-to-Go Tower to offer your customers the best Food-to-Go solution.

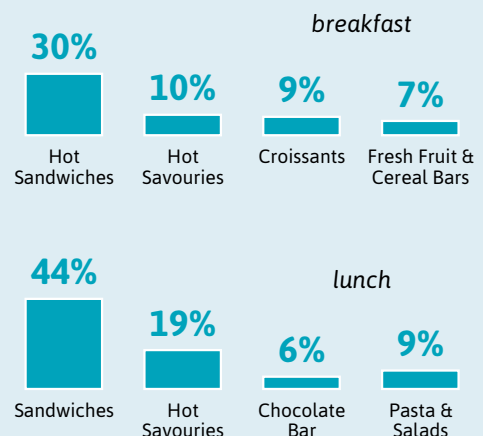
Annual Profit typically £15,500  
based on selling approx 40 units per day

POR  
Typically 43%

Purchase only  
Dim: 628(w) x 1908(h) x 778(d)mm  
Power requirement: 1 x dedicated 13amp (3kW)  
Storage & Preparation: 6ft freezer, 3-tray oven, 2 wash-up sinks, 1 handwash sink

## WHAT FOOD-TO-GO DO PEOPLE BUY?

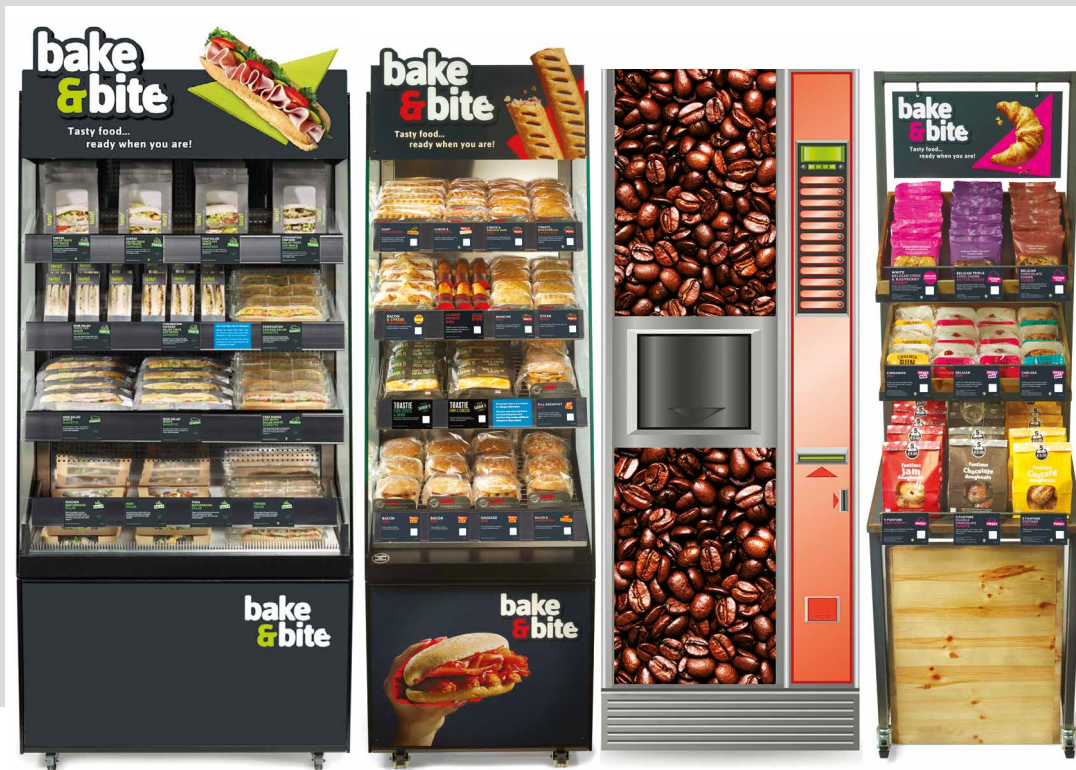
- Hot sandwiches, savoury pastries and croissants account for the majority of food-to-go breakfasts
- Sandwiches feature in a third of food-to-go lunches with hot savouries present in a third
- Hot and cold drinks accompany nearly all food-to-go purchases at breakfast and lunch
- Make sure availability of all key products is high



# FOOD TO GO STATION

Our Bake & Bite units can be positioned together in a run to create the perfect self-serve Food to Go area within your outlet

## FOOD TO GO prepared in-store



Option to surround equipment to create a Food-To-Go destination area within store

### KEY FEATURES

- Strong brand presence
- Colour-coded for easier category definition
- Packaging to complement the brand design
- Easily co-ordinates with branded coffee unit

Annual Profit typically £63,300  
based on selling approx 240 units per day

POR  
Typically 33%

## IMPULSE UNITS

- Capture impulse purchases with our 4-shelf display unit
- Highly flexible unit for display ambient savouries and confectionery grab bags
- Bright and colourful pictorial shelf talkers grab customer attention

Annual Profit typically £2,500  
based on selling approx 25 units per day

Annual Profit typically £5,000  
based on selling approx 50 units per day

POR  
Typically 28%

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





# BESTSELLERS



F63016 Classic Pork Potato Dog



F68028 8" Sausage Roll



F63683 Bacon & Cheese Turnover



F62520 Steak Bake



F62920 Fiery Cheese Potato Dog



F68033 Cheese & Onion Roll



F62528 Chicken Tikka Masala Bake



F62100 Real Cornish Medium Steak Pasty



Bacon Bap



Sausage Bap



Burgers



Chicken Burgers



Tuna Mayo Baguette



Ham Salad Baguette



Cheese Baguette



Coronation Chicken Baguette



Chicken Mayo Sandwich



Free Range Egg Mayo Sandwich



Double Cheese & Onion Salad



Chicken Tikka Salad

## Country Choice

Crayfields Business Park, Swan House, New Mill Road, St. Paul's Cray, Orpington, Kent, BR5 3QD

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