



SWAN BAKERY

BAKE EVERY DAY BETTER

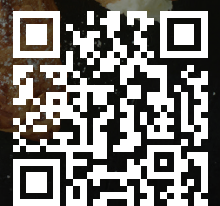
Country Choice supports you at every stage with everything required to create and operate a successful in-store bakery. We offer best-selling bakery goods; core and new on-trend, modular equipment, free on-site training, point of sale and regular promotions.

Our refreshed and updated brand brings a fun, premium vibe – sleek black wood, bold typography and vibrant pops of colour combine to deliver a standout bakery experience, from shelf-edge labels to branded packaging and full-equipment livery.



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Swan Bakery 1000 Unit

For larger stores, our Swan Bakery 1 metre unit offers an ideal solution. It provides ample display space to showcase a full bakery range, from core favourites to new premium products, helping you drive sales and keeping you on trend.

	1000 GONDOLA	1000 TOWER
ANNUAL CASH PROFIT Based On 6 Days a week	Typically £21,020 Selling 125 units per day	Typically £27,950 Selling 170 units per day
POR	36%	36%
DIMENSIONS	998(w) x 1686(h) x 540(d)mm	998(w) x 1900(h) x 540(d)mm
STORAGE & PREPARATION	6ft freezer, 3-tray oven, 1 wash-up sink, 1 hand-wash sink. Power Requirement: 1 x 3amp	

Planogram				
All-Butter Croissant	Almond Croissant	Chocolate Croissant	Pain aux Raisin	Vanilla Creme Crown with Hazelnuts
Pain Chocolat	Maple Pecan Plait	Decorated Bakewell Tart	White Demi Baguette	Batched Crusty Roll
White Organic Loaf (400g)	Malted Grain Cob (400g)	Sourdough Loaf	Cheese Loaf	
Parisienne (400g)	4 Large Cheese Baps	4 Large Tiger Baps	4 Large White Baps	
Swan 1000 Gondola				

Planogram					
All-Butter Croissant	Almond Croissant	Chocolate Croissant	Pain aux Raisin	Cinnamon Swirl	Vanilla Creme Crown with Hazelnuts
Pain Chocolat	Maple Pecan Plait	Decorated Bakewell Tart	Yum Yum	Cheese Twist	Chocolate Twist
Blueberry Muffin	Double Chocolate Muffin	Double Chocolate Cookie	Milk Chocolate Cookie	White Demi Baguette	Batched Crusty Roll
White Organic Loaf (400g)	Malted Grain Cob (400g)	Sourdough Loaf	Cheese Loaf		
Parisienne (400g)	4 Large Cheese Baps	4 Large Tiger Baps	4 Large White Baps		
Swan 1000 Tower					



Built with a sturdy metal frame and wipe clean tile effect backwall, this unit features stylish wooden trays and crisp backlighting. A bold new header adds real shelf presence with vibrant pops of colour, while refreshed packaging and shelf edge labels complete a strong, bakery presence.

Available in two sizes:

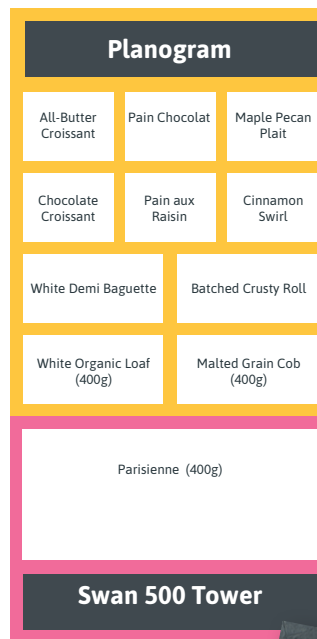
Gondola height. Tower height with an extra shelf (pictured).

Units supplied subject to T&Cs and minimum spend.

Swan Bakery 500 Unit

For medium sized stores, the Swan Bakery 500mm unit is built for retailers selling 70 units a day. It delivers the full bakery experience, showcasing best sellers while giving you room to introduce new or seasonal products. Place it beside a coffee machine to boost visibility and drive even more sales.

	500 GONDOLA	500 TOWER
ANNUAL CASH PROFIT Based On 6 Days a week	Typically £10,260 Selling 70 units per day	Typically £13,750 Selling 90 units per day
POR	36%	36%
DIMENSIONS	532(w) x 1686(h) x 540(d)mm	532(w) x 1900(h) x 540(d)mm
STORAGE & PREPARATION	6ft freezer, 3-tray oven, 1 wash-up sink, 1 hand-wash sink. Power Requirement: 1 x 3amp	



Please enquire about our range of attractive point of sale.



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

Entry Level Bakery Unit

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.



- Low risk
- Core range
- Easy to set up

ENTRY LEVEL BAKERY UNIT	
ANNUAL CASH PROFIT Based On 6 Days a week	Typically £4,060 Selling 30 units per day
POR	43%
DIMENSIONS	460(w) x 92(h) x 400(d)mm
STORAGE & PREPARATION	6ft freezer, Compact 4-Tray Oven, 1 wash-up sink, 1 hand-wash sink

2-Tier Confectionery Unit

The 2-Tier Confectionery display unit is a great way to start off a small range of sweet pastries and cakes.

With a small footprint, it's ideal to position at the till area, products can be sold bagged or unwrapped. It comes with removable trays for ease of clean and stocking up.



This is a chargeable item.

ENTRY LEVEL BAKERY UNIT	
ANNUAL CASH PROFIT Based On 6 Days a week	Typically £7,470 Selling 45 units per day
POR	38%
DIMENSIONS	540(w) x 640(h) x 470(d)mm

Baguette Dumpbin

This simple hexagonal unit with a small footprint offers great opportunities for uplifting Parisienne sales when sited around the store. Site near your tinned soup aisle or place near your chilled units as an idea to pair with meat or cheese, etc.

- Ideal for medium to large users of Parisiennes needing a secondary display unit
- High capacity – displays up to 24 baguettes



ENTRY LEVEL BAKERY UNIT	
ANNUAL CASH PROFIT Based On 6 Days a week	Typically £3,500 Selling 24 units per day
POR	31%
DIMENSIONS	400(w) x 1106(h) x 343(d)mm

Swan Bakery Impulse Units

Floor Standing Display Unit (FSDU)

Our brand-new flexible Swan Bakery FSDU is the perfect display unit for impulse purchases. Great for confectionery grab bags, cookies and cakes. The unit is eye-catching, bright and colourful to attract your customers attention.

With its small footprint and countertop height, it's perfect to place near the till, next to a coffee machine or at the end of an aisle.

Over a third of confectionery is bought on impulse, so make sure you always have a well-stocked display unit located in a busy

It offers four shelves with each shelf offering a 'top box' to either help with stock control or to use for extra stacking of products.



Countertop Display Unit (CDU)

We also offer a new countertop unit for stores looking to upsell at the till or next to the coffee machine or who are limited on floor space.



	FSDU	CDU
ANNUAL CASH PROFIT Based On 6 Days a week	Typically £6,020 Selling 40 units per day	Typically £3,450 Selling 20 units per day
POR	31%	31%
DIMENSIONS	360 (w) x 1340(h) x 300(d)mm	358(w) x 389(h) x 303(d)mm

Ovens

The aroma of baked bread and sweet confectionery will entice customers to grab that warm, just baked almond croissant, chocolatey cookie or cheese loaf!

We have the perfect ovens to do just that.

COMPACT 4 TRAY OVEN



This oven is great for baking off Entry-Level Food to Go core products, such as cookies, croissants, Danish pastries, etc.

OVEN DIMENSIONS	602(w) x 570(h) x 660(d)mm
STAND DIMENSIONS	602(w) x 740(h) x 660(d)mm
TOTAL HEIGHT	1310mm
POWER REQUIREMENT	1 x dedicated 13amp (3.0kw)

Note: Parisienne's will not fit in this oven.

STANDARD 3 TRAY & 4 TRAY OVENS

For stores with high footfall and consumer demands, these ovens will fill your Bakery Tower or Sweet Units, with oven baked fresh baguettes, bread, sweet pastries and more.



Scan for oven details



3 TRAY

OVEN DIMENSIONS	800(w) x 429(h) x 813(d)mm
STAND DIMENSIONS	800(w) x 740(h) x 813(d)mm
TOTAL HEIGHT	1169mm
POWER REQUIREMENT	1 x dedicated 13amp (3.0kw)



4 TRAY

OVEN DIMENSIONS	800(w) x 509(h) x 813(d)mm
STAND DIMENSIONS	800(w) x 740(h) x 813(d)mm
TOTAL HEIGHT	1249mm
POWER REQUIREMENT	Single or 3 phase 32amp (6.5kw)

ORDER ONLINE AT [COUNTRYCHOICE.CO.UK](https://countrychoice.co.uk)

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