

CONVENIENCE STORES

DISCOVER HOW ARTISAN BAKING

Rises ABOVE *the* REST



As a true artisan bakery with over 30 years of celebrated bread craftsmanship, we already know why artisan bread is superior to other commercial varieties. Now let us convince you.



WHY *Artisan* BREAD MATTERS TO OPERATORS



ARTISAN BREADS ARE SEEN AS HEALTHIER. Even health-conscious consumers are rediscovering the benefits of bread as a nutritious option. **64%** of consumers are interested in the impact of food on their health.¹ **42%** of consumers claim their eating habits have become healthier over the last 12 months.²

ARTISAN BREADS ARE SEEN AS HIGH-QUALITY. When it comes to bread, consumers are savvier than ever.

“Attention is shifting from the protein to the carbohydrate—80% of consumers say bread quality is very important.”³

“High-quality, all-natural products are falling into a perceived ‘health halo,’ and artisan bread is being viewed as ‘better for you’ bread.”⁴

“Food quality is considered one of the most important factors when it comes to foodservice within a C-Store. In fact, 50% of consumers agree “better-for-you” options are key when choosing a C-Store.”⁵

IT PROVIDES VERSATILITY WHILE SIMPLIFYING INVENTORY. Need to do less with more? **23%** of operators are using more versatile ingredients, while **30%** are looking to simplify their menus.⁶

HOW *Artisan* BREAD CAN ATTRACT CUSTOMERS AND INCREASE SALES

Genuine artisan baking differentiates itself from the very first impression; that’s only one of the reasons why people love it and would happily pay more for it.

IT ELEVATES TRADITIONAL GRAB-AND-GO OR PORTABLE OPTIONS. Rustic, artisanal bread gives classic recipes an upgrade and can entice customers to buy.⁷ Our new enzyme technology means we are able to extend the shelf life and support refrigerated grab-and-go portable meals that stay fresh, no matter the time of day.

“Today, when you look at convenience stores, people shop them differently. They’re more likely to go to the store because of what they have to eat and drink. And oh, by the way, get gas... And they’ve really amped up their game in terms of being able to hit a wide range of consumers, families and kids at different times of day with good quality and reasonable price points.”⁸

CONSUMERS EXPECT (AND ARE WILLING TO PAY FOR) PREMIUM OFFERINGS. **70%** are willing to pay more for organic products⁹ and **47%** of consumers are willing to pay a premium for breads with natural and healthy positioning.¹⁰

IT’S TREND-FORWARD. **70%** of consumers ages 25–34 said the availability of healthy options was the most important criteria when selecting a meal or snack from a C-Store.¹¹



IT’S CONVENIENT WITHOUT SACRIFICING QUALITY.

Today, operators rate the following as “extremely” or “very important”:¹²

89%
TASTE &
TEXTURE

80%
VALUE FOR
PRICE

69%
REQUIRING
LITTLE LABOR

A PROFITABLE *Upsell*

The average price of a turkey club sandwich made on generic white bread is **\$10.50**. When swapped for artisan-style bread, the same sandwich build yields an impressive increase to an average price of **\$13.26**. At a **10% increase**, you can gain as much as **\$2.29** or more per sandwich.

52%
of consumers said they would spend 10% more on a product that contained recognized and trusted ingredients.¹³



GENERIC TURKEY CLUB

Made with **generic sliced bread**, roasted turkey, aged cheddar, bacon, lettuce, tomato, avocado, and mayonnaise.

Operator Price: **\$3.15**
Retail Price: .3x = \$3.15 = **\$10.50**

Total Profit:
\$10.50 - \$3.15 = \$7.35

These numbers are based on current market averages on delivered prices.

LA BREA TURKEY CLUB

Made with **La Brea Multigrain Sliced Bread**, roasted turkey, aged cheddar, bacon, lettuce, tomato, avocado, and mayonnaise.

Operator Price: **\$3.62**
Retail Price: .3x = \$3.62 = **\$12.06**
+ 10% markup: \$12.06 x 10% = **\$13.26**

Total Profit:
\$13.26 - \$3.62 = \$9.64



Customers don't even have to know about the natural starters, additive-free ingredients, or the hearth ovens artisan bread requires to enjoy the experience.

LA BREA BAKERY *Bread* IS YOUR SOURCE

La Brea Bakery was founded by bakers with deep roots in foodservice. Therefore, we offer more than just bread; we offer solutions that translate into value for your busy operation.

LA BREA BAKERY BRAND RECOGNITION. Consumers know us. We have a reputation of over 30 years of artisan bread craftsmanship behind our name. **50%** of operators recognize and know the brand.¹⁴

VALUE. While La Brea Bakery may be one of the more expensive brands, it yields a high ROI, with happier customers, higher average sales, and more profit.

VERSATILITY. Prepared foods are most likely to be purchased between the hours of 9 AM and 3:59 PM.¹⁵ La Brea Bakery bread works with a variety of applications to suit every customer craving, every hour of the day.

EASE OF USE. We've crafted our easy-to-prepare bread with an extended shelf life to support convenience. *"Nearly 60% of consumers consider purchasing a meal from a convenience store when stopping for fast food...Among those, 27% choose grab-&-go refrigerated food, and 21% choose made-to-order items like custom sandwiches."*¹⁶

NO MORE WASTE WITH OUR ONE BREAD, 3 DAYS, 3 WAYS PROGRAM.

Put day-old (or more) bread to delicious use; let us show you how. We've developed innovative, built-in solutions and recipes so operators can use up every last bit of bread over the course of three days.

24%
of operators are increasing use of value-added products.¹⁷

WE UNDERSTAND OPERATOR CHALLENGES.

Convenience store operations are faced with:

- RIISING FOOD COSTS | INFLATION | SUPPLY CHAIN ISSUES**
- LABOR ISSUES AND SHORTAGES | NEGATIVE CONSUMER PERCEPTIONS OF FOODSERVICE OFFERINGS AT CONVENIENCE STORES | FEWER DAILY COMMUTERS AND DECLINING BREAKFAST PURCHASES | DEMAND FOR ELEVATED, ON-TREND GRAB-AND-GO OPTIONS THAT SPAN DAYPARTS**



LA BREA BAKERY *Artisan* BREAD VARIETIES FOR CONVENIENCE STORE OPERATIONS

We bake more than just baguettes (although our French Baguette is the #1 seller of its kind!) La Brea Bakery offers more than 40 varieties of authentic artisan breads to fulfill all your culinary needs, from sandwich bread to grab-and-go meals and snacks and everything in between.

Below are some outstanding varieties we'd like to highlight. Also, our breads can be used right away; no need for baking off before serving.

LA BREA BAKERY BREADS MADE WITHOUT HONEY, CHEESE, OR EGGS ARE NOW VEGAN CERTIFIED AND CAN BE USED IN PLANT-BASED MENUS. IN ADDITION, ALL OUR BREAD IS NON-GMO AND KOSHER.

SANDWICH CARRIERS CARRY FOODSERVICE.

66% of operators use bread for sandwich items with Sliced Sandwich Breads and Rolls being the most important to operators.¹⁸



TELERA ROLLS (17064)

Telera rolls have a soft texture that's ideal for toasting and doesn't fall apart in wet or dry applications. Its subtly sweet flavor pairs well with almost any combination of ingredients.



BISTRO BRIOCHE BUN (60292)

A softly textured French enriched bread made with eggs for a tender luxurious crumb. We apply an extra egg wash before the final proof, which gives the bread its golden sheen and flaky crust.



MULTIGRAIN SLICED SANDWICH BREAD (52901)

A versatile, very popular loaf made with honey, malt, and 10 varieties of grains and seeds.

- Pre-sliced for ease of use
- Great for high volume
- Adds texture
- Ideal for refrigerated, grab-and-go sandwiches
- Caramelizes beautifully on panini press, no need for added fat
- **Extended 6-day shelf life**
- Available in full and slider sizes
- Menu versatility in dayparts and throughout the menu

- Perfect for sweet and savory applications
- Menu versatility in sandwich type – burgers, BBQ, breakfast sandwiches, etc.
- Irresistible, rich flavor
- Pillow packed in packages of a dozen
- Thaw and use only what you need

- Easy grab-and-go sandwiches perfect for triangular packaging
- Menu versatility in sandwich type – BBQ, breakfast sandwiches, slice-and-serve stations, entrées, etc.

ELEVATE YOUR SHOPPER'S EXPERIENCE AND RISE ABOVE THE COMPETITION WITH ARTISAN BREAD FROM ONE OF THE MOST CELEBRATED BAKERIES IN THE WORLD.

TO LEARN MORE ABOUT OUR BREADS, BROWSE RECIPE INSPIRATION, OR PLACE AN ORDER, SCAN QR CODE BELOW TO VISIT OUR WEBSITE.

You can also contact your La Brea Bakery Representative at 1-844-99ASPIRE

Sources:

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¹⁴Convenience Store News, Realities of the Aisle Study, 2021
¹⁵www.supermarketnews.com/consumer-trends/convenience-stores-get-customers-attention-when-it-comes-food
¹⁶Technomic Foodservice Planning Program

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