DANISH
BAKERY

easyfood

360⁰

Easyfood around the clock

EARLY BIRD

BREAK TIME

LUNCHING

MUNCHING

DINING

LATE NIGHT SNACK
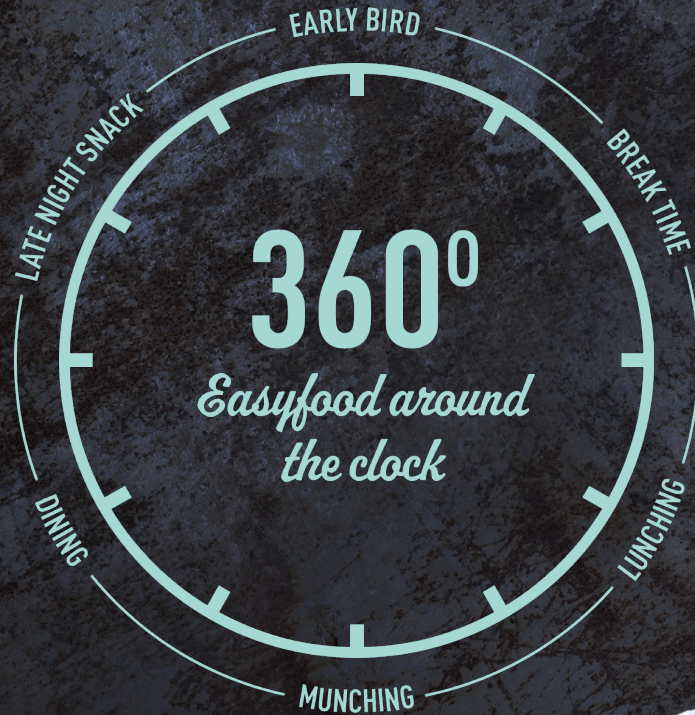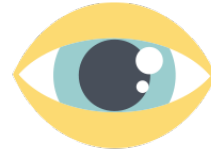
IDEA, VALUES & CULTURE

THE IDEA

Easyfood, the company behind
DanishBakery, was founded in 2000.
The original idea was to develop unique,
thaw-and-serve products.

How can you attract customers with new
products and displays?

How can you optimize your business from
end-to-end – reduce energy, personnel,
equipment, even more?
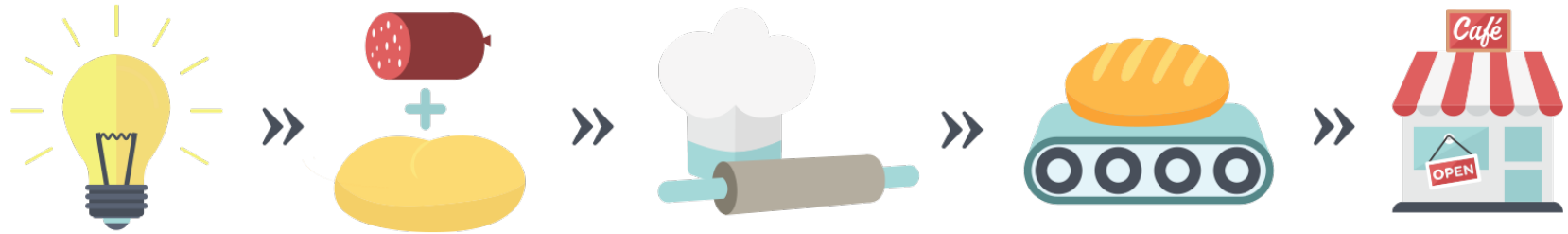
THE EASY WAY

VISION

STRATEGY

MISSION + VALUES + COMPETENCIES

MISSION

VALUES

OPENNESS » QUALITY –
CONSCIOUSNESS » 100% HONESTY » COURAGE

COMPETENCIES

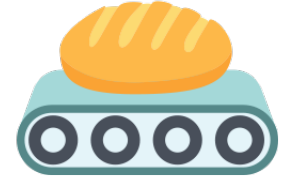DEVELOPMENT   QUALITY ASSURANCE   PARTNERSHIP   VALUE CHAIN   PRODUCTION

CULTURE

360°
food around the clock

VISION

INNOVATIVE & FLEXIBLE

RELATIONS

QUALITY & SERVICE

EFFICIENT

VALUES

COURAGE

OPENNESS

QUALITY MINDED & HONEST

COMPETENCIES

DEVELOPMENT & PRODUCTION

PARTNERSHIP

QUALITY ASSURANCE

VALUE CHAIN & PRODUCTION

THE IDEA

easyfood   DANISH BAKERY
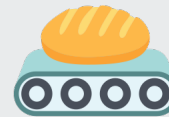
WALK THE TALK

STRENGTHS

FOOD SAFETY

FOOD WASTE

HUMAN RIGHTS

ISO FSSC 22000 – FOOD SAFETY

Our food quality and food safety standards are among the most rigorous in the world.

UN GLOBAL COMPACT – THE TEN PRINCIPLES

Businesses should..

Integrating social responsibility into our values and practices

WHAT MAKES US DIFFERENT?
– our value propositions

FLEXIBLE PRODUCTION

- Quick changeover
- Faster response to customer needs
- Technology and craftsmanship

DIFFERENTIATED PRODUCTS

- Trend research
- Future-proof assortments
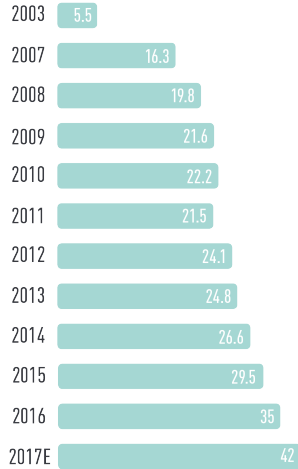- New look, new life, new sales

INNOVATION

- New potential, new opportunities
- A team of designers, food architects
- Design thinking processes

CONVENIENCE

- Thaw-and-serve = less waste, easy handling, high quality
- Products that benefit the business needs of our customers
- Convenience for people on the go

Turnover

In million EUR

Year	Value
2003	5.5
2007	16.3
2008	19.8
2009	21.6
2010	22.2
2011	21.5
2012	24.1
2013	24.8
2014	26.6
2015	29.5
2016	35
2017E	42

Sales Points

We sell to 13 countries worldwide

Employees

Our company employs 142 dedicated people

Production Capacity

Based in Denmark and globally through partners
Close-to-market production

DANISH BAKERY
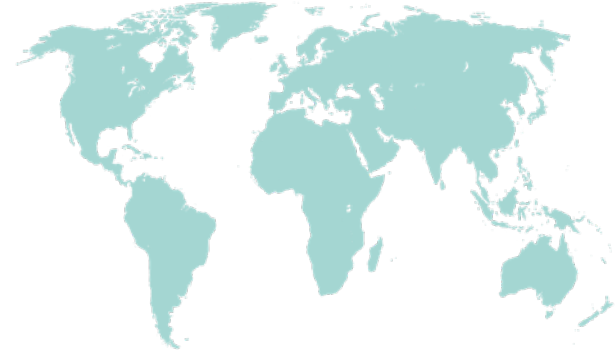
easyfood

Product Range

350 products in our range

BUSINESS STRATEGY FOR INTERNATIONAL CHAINS
— End-to-end optimization

DANISH BAKERY

easyfood

EARLY BIRD

BREAK TIME

LATE NIGHT SNACK

360⁰

Easyfood around the clock

LUNCHING

DINING

MUNCHING
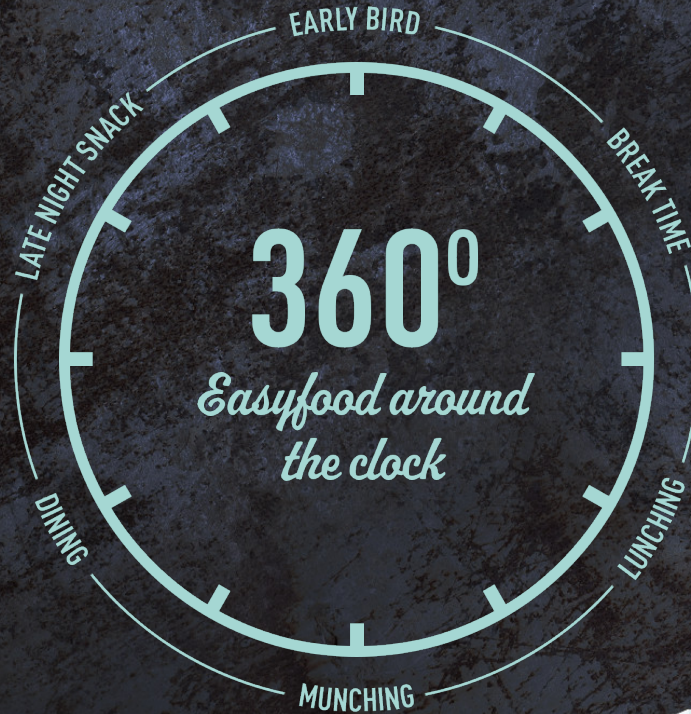
INNOVATION, CONCEPTS & PRODUCTS

INNOVATION

**Capture new customers
– at all times of day and night**

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, long...
- Implementation in existing setup, n... needed
- Fast and easy handling, same time target a... hotdog
- Full product display all day, many menu variation...

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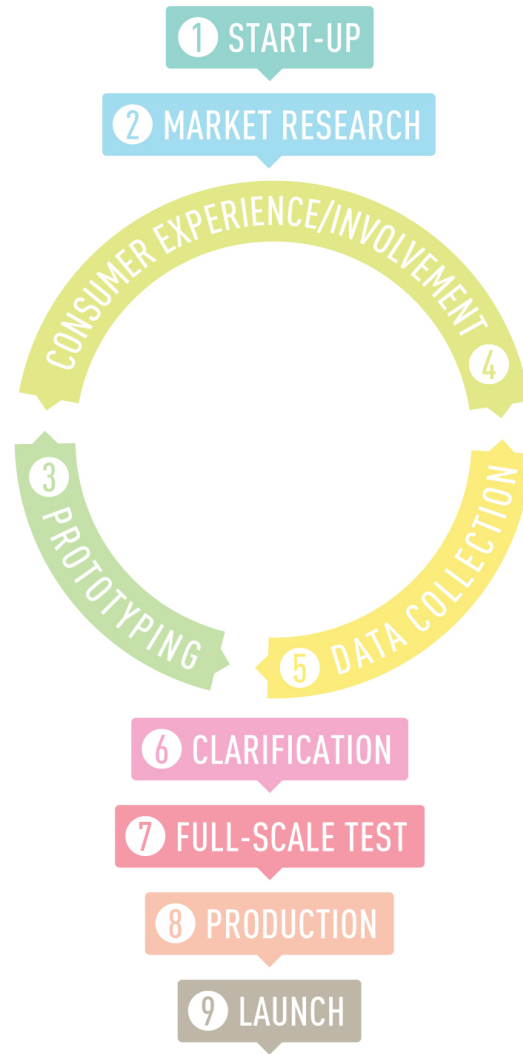
as dips, dressings and chips that can already be found in stock. The expensive ingredients - meat and cheese - are already packed in the Panini.

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.

DESIGN THINKNING PROCESS
– more than products

Empathize
1 — Learning about the audience for whom you are designing

Define
2 — Cleary articulate the issue you want to solve based on user needs and insights

Ideate
3 — Brainstorming potential solutions

Prototype
4 — Design prototypes to test the solution

Test
5 — Returning to users and engage in continuous short-cycle innovation to improve design

BUSINESS CONCEPTS

BUSINESS CONCEPTS
that bring growth, possibilities and innovation

BUSINESS CONCEPT

PANINI *Fresh*

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9 STEPS TO SUCCESS
More than just the product

1. START-UP
2. BUSINESS ANALYSIS
3. WORKFLOW & OPERATIONS
4. DESIGN & EQUIPMENT
5. CONCEPT & MENU
6. TEST
7. STAFF TRAINING
8. MERCHANDISING & POS
9. FUTURE PLAN

SNACKS & SANDWICHES
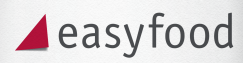
COFFEE CAKES & PASTRIES

360⁰

Easyfood around the clock

ULTRA CONVENIENCE

DANISH
BAKERY

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