

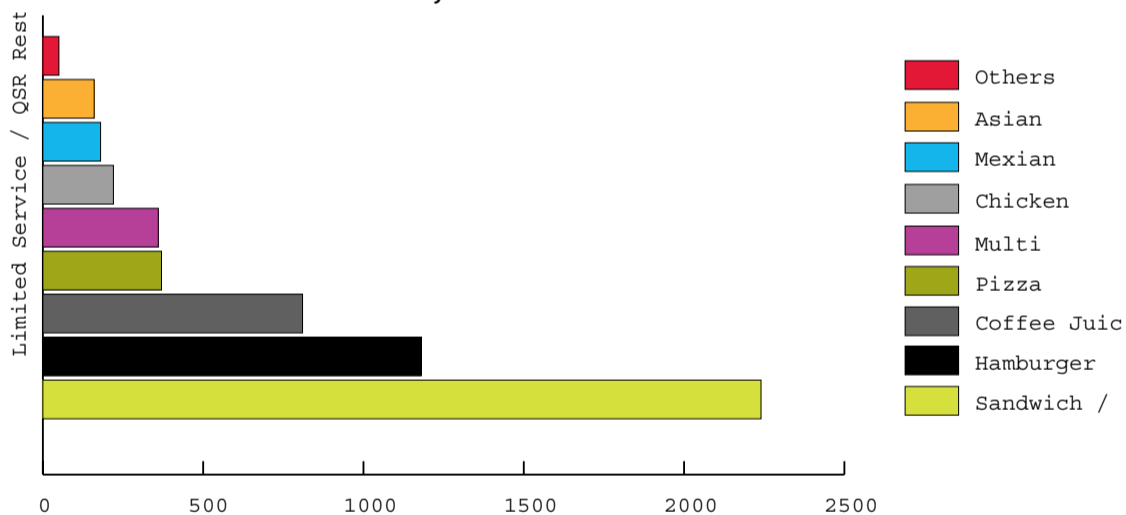
Goodbye Humble Sandwich, Hello **HOT** Profits

martin
food equipment



Busy lifestyles have made sandwiches THE biggest selling convenience food ever. Comfort food however, is typically warm, tasty and wholesome. A little imagination, a few gourmet ingredients and fresh speciality breads can transform the old 'Hang Sandwich' into an entirely new offer.

Recent phenomenal growth in speciality HOT sandwiches could be partially credited to the success of over 22,000 Subways world-wide, 110 of which have opened in Ireland, offering fresh Hot Melts and Subs made-to-order. Subway's "Foot-long" hot subs are consistently produced in seconds and are top favourite in every country. Recent American trends show a radical downturn in the number of new traditional fastfood outlets and a huge upsurge in the growth of the Sandwich/Bakery segment. In 2003, of the 200 best known top chains, a total of 6,487 new outlets opened across the US. 2,235 of these were either sandwich bars or bakery based and a further 900 were coffee and juice bars!



UNITED STATES

- Top 200 Chains opened 6,487 net new stores during 2003
- Sandwich / Bakery segment was most active with 2,235 new stores followed by Hamburger at 1,154
- Data compiled from the 'Nations Restaurant News' Annual survey of the Top 200 - Published June, 2003



Having the ability to bake-off par-cooked fresh breads whilst simultaneously warming and melting the filling, transforms sandwiches into delicious comfort food that's much more satisfying than cold alternatives. A great queue busting solution for fast, consistent production of hot sandwiches, subs, rolls, wraps, pizza or paninis is the 'Turbochef'. Turbochef cooks up to 10 times faster than normal conventional methods. Ideal for progressive retailers providing a hot speciality sandwich menu and who want quick service and consistent results. This compact oven requires no extraction, water or waste and provides consistently great results everytime. Normal cook time for example of a Hot Ciabatta with Swiss Cheese & Ham Melt is 2.30 - 4 minutes (depending on the cooking method). A Turbochef takes only a mere 35 seconds!



Batch pre-filling and displaying sandwiches gives opportunity to maximise sales of hot sandwiches at peak serving periods. Shane O'Neill, proprietor of 2 outlets, "Chiefs", at Omniplex Shopping Centre and Temple Bar, Dublin says "I've never seen an oven that offers such versatility and speed, we've virtually stopped using our other cooking equipment now". Another successful hot gourmet sandwich retailer, Eugene Dalton, Spar, Corrib Oil, has been using this method for almost a year now. "Turbochef has given our fresh food offer a new appeal with quick and consistent cooking" says Eugene.

Just as consumers get to know the local outlets with good fresh coffee, the next 'must have' to draw business for convenience retailing, is a menu with FRESH hot speciality sandwiches. Being different doesn't mean difficult.

For more food and menu ideas and to learn how your business could increase sales, contact any member of our Food Development Team at callsave 1850 30 36 36 or FreeFone 0800 783 9859