

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

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.”²

“High-quality, all-natural products are falling into a perceived ‘health halo,’ and artisan bread is being viewed as ‘better for you’ bread.”³

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.⁴

HOW *Artisan* BREAD CAN ATTRACT CLIENTELE AND INCREASE ON-CAMPUS DINING

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 ANYTHING ON THE MENU. Rustic, artisanal bread gives classic recipes an upgrade and can entice customers to dine in.⁵

YOUNGER CONSUMERS EXPECT (AND ARE WILLING TO PAY FOR) PREMIUM OFFERINGS. **67%** of younger consumers agree they would spend more for food with ethical origins.⁶

IT’S TREND-FORWARD. High-quality bread drives decision making, especially for younger audiences, where integrity behind the brand is key. *“Because of today’s more sophisticated culinary outlooks, consumers are recognizing...artisan breads—and even coming to expect them—on food service menus.”⁷*

“When it comes to the choices of today’s college diners, they ‘want it all’...noting that clean ingredients, authenticity, transparency, and convenience all play a role.”⁹



IT’S CONVENIENT WITHOUT SACRIFICING QUALITY.

Today, operators rate the following as “extremely” or “very important”:⁸

89%
TASTE &
TEXTURE

80%
VALUE FOR
PRICE

69%
REQUIRING
LITTLE LABOR



A *New Generation* OF CONSUMERS ON THE HORIZON

College attendees, especially those in Generation Z, are intensely passionate and savvy purchasers. What do they want?

BETTER FOOD. This hyper-aware group is also very sophisticated when it comes to food. **49%** of college students identify themselves as “foodies.”¹⁰

BRANDS THAT STAND FOR SOMETHING. Today, college students seek brands with attitudes and values that closely reflect their own and can be intensely loyal consumers. Authenticity, health and wellness, and sustainability are top interests.¹¹

CLEAN LABEL INGREDIENTS. This group reads ingredient labels and shows a preference for eating food in as close to its natural state as possible.¹² Avoiding or limiting food additives tops the list of dietary decisions.¹³

LA BREA BAKERY *Bread* IS YOUR SOURCE

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

AUTHENTICITY. We use flour milled to our specifications, and only work with non-GMO certified and vegan ingredients. That results in a better-quality product you can hear, feel, see, and taste.

TRUE ARTISANAL BREAD. We use natural starters, without additives, preservatives, or dough conditioners that other brands use.

VALUE. While La Brea Bakery may be one of the more expensive brands, it yields a high ROI, enticing more students and faculty to dine on-campus, creating happier customers and more profit.

EASE OF USE. La Brea Bakery breads are made with operators in mind. We take pride in providing the highest quality breads requiring the least amount of labor. That’s why we’ve crafted our easy-to-prep bread with an extended shelf life, too.

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.

WE UNDERSTAND OPERATOR CHALLENGES.

Campus and university operations are faced with:

RIISING FOOD COSTS AND INFLATION | FEWER ON-CAMPUS STUDENTS, RESULTING IN FEWER MEAL PLANS | MORE EXTERNAL COMPETITION FROM FAST CASUAL, QSR, AND DELIVERY | AN URGENT NEED FOR ELEVATED MENU OFFERINGS | SUPPLY CHAIN ISSUES | LABOR ISSUES AND SHORTAGES
MINIMIZING FOOD COSTS WHILE MAXIMIZING PROFITS | REDUCING FOOD WASTE



81%
of students report that they have eaten off campus within the last week, with **63%** report they’ve had food delivered from beyond college grounds.¹⁵

LA BREA BAKERY *Artisan* BREAD VARIETIES FOR CAMPUS AND UNIVERSITY 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 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.

81%

of Gen Zers surveyed they seek convenient and healthy foods that they can consume at any time.¹⁶

SANDWICHES
in particular were the menu category with the highest sales growth potential among C&U Operators.¹⁷



TELERA ROLLS (17064)

Sliced 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.

- 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



ASSORTED DINNER ROLLS (02700)

This hearth-baked assortment of rolls features rustic, French, seeded French, and whole wheat varieties

- Wide variety of uses, from breadbasket service to sliders
- Ideal for catering and high-volume sales
- **Extended 6-day shelf life**
- Bulk case contains 96 pieces
- Frozen and parbaked for ease of use



XL COUNTRY WHITE SOURDOUGH LOAF (02500)

A versatile, very popular loaf with a hearty crumb, irresistible golden crust, and a subtle sour flavor.

- Perfect for both sweet and savory applications
- Menu versatility in sandwich type – burgers, BBQ, breakfast sandwiches, slice-and-serve stations, etc.



CIABATTA LOAF (26215)

A rustic loaf with a thin crisp crust and a soft, tender center.

- Durable, holds shape without becoming too soft
- Works with cold or hot, panini-style sandwiches
- Stuff or top with ingredients, bakeable
- Menu versatility in items offered – sides, appetizers, entrées, etc.

ELEVATE YOUR CAMPUS DINING 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

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

Sources:

¹www.amfbakery.com/artisan-style-bread-trends-in-2022

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⁴Technomic Q3 2021 Quarterly Consumer and Operator Outlook Report

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^{8,14,15}La Brea Bakery Omnibus Study

^{10,13,15}Datassential, College & University Keynote Report, 2019

^{11,12}www.qsr magazine.com/consumer-trends/restaurants-would-be-wise-court-college-students

¹⁷www.foodservicedirector.com/operations/6-growth-opportunities-cu-operators#page=3

Aspire Bakeries LLC
350 N. Orleans Street, Suite 3001N
Chicago, IL 60654

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