

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.<sup>1</sup>

**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.”<sup>2</sup>*

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

**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.<sup>4</sup>

## HOW *Artisan* BREAD CAN ATTRACT CLIENTELE AND INCREASE ON-SITE 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.

**41%** of all patients/residents somewhat considered food options before deciding where to get care, with **25%** closely considering.<sup>5</sup>

**IT ELEVATES ANYTHING ON THE MENU.** Rustic, artisanal bread gives classic recipes an upgrade and can entice visitors to stay and eat.<sup>6</sup>

**CONSUMERS EXPECT (AND ARE WILLING TO PAY FOR) PREMIUM OFFERINGS.** **70%** are willing to pay more for organic products<sup>7</sup> and **47%** of consumers are willing to pay a premium for breads with natural and healthy positioning.<sup>8</sup>

**IT’S A BETTER-FOR-YOU OPTION.** The retail end of healthcare foodservice expects the highest growth rate over the next five years, driven by the increase of availability of various, healthier food options with improved quality and taste...for staff and visitors.<sup>9</sup>



### IT’S CONVENIENT WITHOUT SACRIFICING QUALITY.

Today, operators rate the following as “extremely” or “very important”:<sup>10</sup>

**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.<sup>11</sup>



### 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**



*Residents, patients, or guests 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 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.<sup>12</sup>

**QUALITY.** One of the most immediate and impactful ways to elevate a menu is by offering a high-quality bread. Better bread can comfort and entice residents, patients, and visitors, shifting the perception away from off-campus meal options towards dining on-site.

**VALUE.** While La Brea Bakery may be one of the more expensive brands, it yields a high ROI, with happier customers, higher check rings, 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-prepare 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.

**24%**  
of operators are increasing use of value-added products.<sup>13</sup>

**WE UNDERSTAND OPERATOR CHALLENGES.** Healthcare operations are faced with:

**RISING FOOD COSTS AND INFLATION | REDUCING FOOD WASTE | SUPPLY CHAIN DISRUPTIONS | LABOR ISSUES AND SHORTAGES | INCREASED OPERATIONAL COSTS | DUE TO SANITATION TO REDUCE THE SPREAD OF VIRUSES | NEGATIVE CONSUMER PERCEPTIONS OF “CAFETERIA” OR “HOSPITAL” FOOD**

# LA BREA BAKERY *Artisan* BREAD VARIETIES FOR HEALTHCARE OPERATIONS

**36%**

of operators have added more grab-&-go items since the pandemic.<sup>14</sup>

We bake more than just baguettes (although our French Baguette is the #1 seller of its kind!) La Brea Bakery offers more than 40 high-quality varieties of par-baked authentic artisan breads, which in return provides a variety of options based on a consumer's dietary needs.

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.<sup>15</sup>



### 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



### SLICED MULTIGRAIN ARTISAN SANDWICH BREAD (52901)

An outstanding sandwich or toast bread with an irresistibly crunchy crust and soft interior. Made with whole wheat flour and a variety of cracked grains and seeds for texture and flavor.

- Use for toast or sandwiches to deliver to hospital rooms
- A health-forward option
- Menu versatility in sandwich type – breakfast sandwiches, deli bar, etc.



### 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



### LA BACCIA RECTANGULAR SLICED ROLLS (02128)

A hearth-baked sandwich roll with a neutral flavor profile to match any combination of filling ingredients; perfect for hot or cold sandwiches.

- Presents well when wrapped in grab-and-go format
- Durable, holds shape without becoming too soft

**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

## THE EXPERIENCE MATTERS.

2/3 of consumers say food offering were important to their overall care experience and satisfaction with 80% of long-term care and senior-living residents agreeing.<sup>16</sup>

Sources:

<sup>14</sup>www.amfbakery.com/artisan-style-bread-trends-in-2022

<sup>15</sup>www.butterballfoodservice.com/resources/its-all-about-the-bread

<sup>16</sup>www.bakemag.com/articles/13438-several-factors-drive-growth-of-artisan-breads

<sup>17</sup>Technomic Q3 2021 Quarterly Consumer and Operator Outlook Report

<sup>18</sup>blog.datassential.com/healthcare-foodservice-trends

<sup>19</sup>www.biosolutions.novozymes.com/en/baking/insights/consumer-trends-baking-industry

<sup>20</sup>www.food-management.com/healthcare/healthcare-foodservice-market-set-significant-expansion

<sup>10,11,12</sup>La Brea Bakery Omnibus Study

<sup>11</sup>www.foodbeverageinsider.com/market-trends-analysis/75-consumers-will-pay-extra-clean-label-ingredients

<sup>13</sup>Technomic Foodservice Planning Program

<sup>14</sup>www.fermag.com/articles/focus-on-hospital-foodservice

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

© 2022 Aspire Bakeries

