

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 CUSTOMERS AND INCREASE CHECK RINGS

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 guests to dine in.⁵

CONSUMERS EXPECT (AND ARE WILLING TO PAY FOR) PREMIUM OFFERINGS. **70%** are willing to pay more for organic products⁶ and **47%** of consumers are willing to pay a premium for breads with natural and healthy positioning.⁷

IT’S TREND-FORWARD. Takeaway (grab-&-go) sales in lodging have increased by **138%** in the last two years.⁸



IT’S CONVENIENT WITHOUT SACRIFICING QUALITY.

Today, operators rate the following as “extremely” or “very important”:⁹

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.¹⁰



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



Guests don’t even have to know about the natural starters, additive-free ingredients, or 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 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.¹¹

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.

CONSISTENCY AND VARIETY. We’re hard at work to bring operators the most consistent artisan bread possible, in a wide variety of delicious formats and flavors to inspire any menu. Let’s work together to discover breads that work across your operation, from hotel restaurants and grab-and-go cases, to banquet and catering events and business meetings.

EASE OF USE. La Brea Bakery breads are made with operators in mind, especially those who are facing limited or reduced menus and labor shortages, but still need to differentiate their operation from the competition. *“Many operators will move toward more limited menus to simplify production and reduce labor requirements.”¹²*

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.

Hotel and lodging operations are faced with:

**RIISING FOOD COSTS AND INFLATION | SUPPLY CHAIN ISSUES
LABOR ISSUES AND SHORTAGES, WHILE STILL PROVIDING TOP-NOTCH SERVICE | THE NEED FOR CREATING EASY-TO-EXECUTE MENUS | MINIMIZING FOOD COSTS WHILE MAXIMIZING PROFIT MARGINS | SERVICE AND GUEST SATISFACTION | REDUCING FOOD WASTE**

DEMAND FOR CLEAN LABEL IS GROWING.

Menus with a wellness slant, including plant-based options, continue to be in demand. There is an “increased awareness and popularity of ‘clean,’ vegetarian, keto and other wellness-focused meal options.”¹³

75%
of consumers are looking forward to new food and beverage trends in 2022.¹⁴

LA BREA BAKERY *Artisan* BREAD VARIETIES FOR LODGING 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 breadbasket or room service 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.¹⁵



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



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.

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



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



FRENCH BAGUETTE (2190)

A classic French staple, and one of our original products. A crunchy crust on the outside, and a smooth, mild interior with an open hole structure from a slow fermentation.

- Variety of uses, from dining room breadbasket service to sliced as an appetizer or sandwich carrier
- Stuff or top with ingredients, bakeable

ELEVATE YOUR GUEST'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:

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

²www.butterballfoodservice.com/resources/its-all-about-the-bread

³www.bakemag.com/articles/13438-several-factors-drive-growth-of-artisan-breads

⁴Technomic Q3 2021 Quarterly Consumer and Operator Outlook Report

⁷www.biosolutions.novozymes.com/en/baking/insights/consumer-trends-baking-industry

⁸www.hospitalitynet.org/news/4112059.html

^{9,11-13}La Brea Bakery Omnibus Study

¹⁰www.foodbeverageinsider.com/market-trends-analysis/75-consumers-will-pay-extra-clean-label-ingredients

^{12,13}www.fermag.com/articles/focus-on-lodging-foodservice

¹⁴Datassential, The New Eating Out Experience, February 2022

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