

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 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 customers to dine in.<sup>5</sup>

**CONSUMERS EXPECT (AND ARE WILLING TO PAY FOR) PREMIUM OFFERINGS.** **70%** are willing to pay more for organic products<sup>6</sup> and **47%** of consumers are willing to pay a premium for breads with natural and healthy positioning.<sup>7</sup>

**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.”<sup>8</sup>*



### IT’S CONVENIENT WITHOUT SACRIFICING QUALITY.

Today, operators rate the following as “extremely” or “very important”:<sup>9</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.

### 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**



**52%**  
of consumers said they would spend 10% more on a product that contained recognized and trusted ingredients.<sup>10</sup>



*Customers 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>11</sup>

**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>12</sup>

### WE UNDERSTAND OPERATOR CHALLENGES.

Street and commercial operations are faced with:

**RIISING FOOD COSTS | INFLATION | SUPPLY CHAIN ISSUES  
LABOR ISSUES AND SHORTAGES | REDUCING FOOD WASTE  
MINIMIZING FOOD COSTS WHILE MAXIMIZING PROFITS  
SIMPLIFYING MENUS | WINNING THE COMPETITION**



# LA BREA BAKERY *Artisan* BREAD VARIETIES FOR STREET/COMMERCIAL 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 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.<sup>13</sup>



### TELERA ROLLS (17064)

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
- Pillow packed in packages of a dozen
- Thaw and use only what you need



### 1/4 SHEET FOCACCIA (02240)

Drizzled with flavorful extra virgin olive oil and ready to eat, our focaccia Italian flatbread has a golden crust and a soft center.

- Extra virgin olive oil adds delicious, intense flavor
- Works with cold or hot, panini-style sandwiches
- **Extended 6-day shelf life**
- Stuff or top with ingredients, bakeable
- Menu versatility in items offered – sides, appetizers, entrées, 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

**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:

<sup>1,6</sup>www.amfbakery.com/artisan-style-bread-trends-in-2022

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

<sup>3,5</sup>www.bakemag.com/articles/13438-several-factors-drive-growth-of-artisan-breads

<sup>4</sup>Technomic Q3 2021 Quarterly Consumer and Operator Outlook Report

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

<sup>8</sup>www.foodbusinessnews.net/articles/7385-artisan-bread-renaissance

<sup>9,11,13</sup>La Brea Bakery Omnibus Study

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

<sup>12</sup>Technomic Foodservice Planning Program

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