

The logo for Delice de France, featuring the brand name in a white, elegant script font with a green underline, set against a solid pink square background.

Delice
de France

IN-STORE RETAIL GUIDE

THE DEFINITIVE GUIDE TO RETAIL EXCELLENCE

WWW.DELICEDEFRANCE.CO.UK

CONTENTS

OUR JOURNEY TOGETHER.....	PAGE 3
PASSION FOR PARTNERS	PAGE 4
THAW & SERVE RANGE.....	PAGE 6
BAKERY FORMAT SIZE.....	PAGE 10
BREAD RANGE.....	PAGE 14
SWEET BAKERY, VIENNOISRIE, & PASTRIES.....	PAGE 36
PLANOGRAMS – BAKERY.....	PAGE 62
HOT FOOD TO GO.....	PAGE 66
AMBIENT SAVOURIES.....	PAGE 88
PLANOGRAMS – HOT FOOD TO GO.....	PAGE 90
PROMOTIONS.....	PAGE 96
PACKAGING – INSTORE BAKERY.....	PAGE 98
LABELLING – FOOD TO GO.....	PAGE 101
SEALING – FOOD TO GO.....	PAGE 102
POINT OF SALE.....	PAGE 103
CLEANING.....	PAGE 104
PERSONAL PROTECTIVE EQUIPMENT.....	PAGE 105
TECHNIS.....	PAGE 106
SEATTLE'S BEST COFFEE.....	PAGE 108
SWIRL.....	PAGE 110
SMOOTHIES.....	PAGE 112
SHAKES.....	PAGE 114
VEGAN SHAKES.....	PAGE 116
SAFETY DATA SHEETS.....	PAGE 118
OVEN EQUIPMENT.....	PAGE 119
OVENS.....	PAGE 120
STANDS.....	PAGE 124
SERVERS & BASES.....	PAGE 126
MERCHANDISE UNITS.....	PAGE 132
OVEN USAGE.....	PAGE 142
OVEN CLEANING.....	PAGE 144
CARE OF SLIPMATS.....	PAGE 145
TRAY UP.....	PAGE 146
GOOD BAKE V BAD BAKE.....	PAGE 147
FOOD SAFETY.....	PAGE 148
PREVENTION OF CONTAMINATION.....	PAGE 149
HOW TO FINISH PRODUCTS.....	PAGE 150
REJUVENATION OF PRODUCTS.....	PAGE 152
CUSTOMER SERVICE.....	PAGE 154
THE ACADEMY.....	PAGE 155

OUR JOURNEY TOGETHER

Much like a piece of bread dough, we have taken many forms and shapes over the years.

Ultimately, we have always been made of the same core ingredients; people, product, passion and innovation.

Becoming a truly independent business again allows Delice de France to refocus on these simple principles that our business was originally founded on.



If you have any questions, comments or would like to arrange a visit to your store with one of our Retail Concept Specialists please call **0844 499 3311** or visit our webshop at; **www.deliedefrance.co.uk/shop** where we are delighted to help you!

PASSION FOR OUR PARTNERS



Welcome to your comprehensive instore bakery, coffee and food on the move guide; designed and developed to support your needs in delivering deliciously outstanding vienossierie, breads, sweet treats and food to go that will ensure your customers return again and again; provided to you by your bakery partner - Delice de France, the UK's leader in quality breads, patisserie and food to go concepts including coffee for over 35 years.

We are proud to help you unlock the true potential and profitability of your Bakery and Food-to-Go offers and this guide will support you, step by step; focusing on four key store formats to suit every selling opportunity:

- **Thaw & Serve**
- **Entry level small store**
- **Medium store**
- **Large store**

Here with you every step of the way - whether you require a thaw and serve solution, minimising risk and skillset requirements to a fully functioning Bakery and Food-to-Go offer covering all day parts – our dedicated Retail Concept experts and Chef Team are here to help with insights and strategic range planning, your customer demographics, day part planning, bakery training, point of sale and promotions that will drive footfall and incremental basket spend. Mindful of today's ever-changing world we will provide packaging, labelling and allergen information to keep the food safe and giving your customers confidence in your offer.

Together let's explore the core range for each format, we've colour coded your bakery guide making it super easy to identify your size of operation and the appropriate range of products by format.

You will also find a comprehensive range of equipment to compliment baking and merchandising requirements, in addition to planograms by day part, cleaning guides through to hygiene, health and safety requirements.

NEW SHOP ONLINE

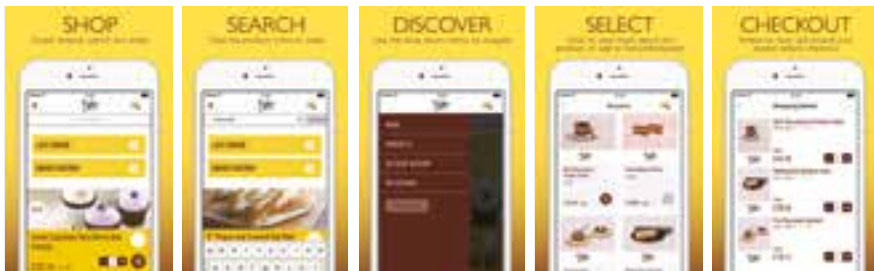
We are delighted to announce that you can now purchase all our delicious products online. Simply visit us online at DelicedeFrance.co.uk/shop to register.



The new site will allow you to purchase all of our products, get information on allergen's, nutrition and ingredients and be able to place orders online, wherever and whenever you like.

Once you are registered download our NEW App - Aryzta Mobile

For those on the move, you'll be pleased to know that you can also download our convenient mobile shopping app by visiting your Apple App Store or Google Play store. Search for 'Aryzta Mobile'



Don't forget you can also visit our website at www.DelicedeFrance.co.uk to get further information, industry insights, inspiration, ideas and support!



KEY

-  FULLY BAKED
-  PART BAKED
-  PRE-PROVED
-  RAW
-  OVEN
-  BOX SIZE
-  DEFROST
-  WRAP
-  PROVE
-  PORTION
-  VEG
-  VEGAN
-  GLUTEN FREE

FULLY BAKED PRODUCTS,
JUST THAW AND SERVE, NO BAKING REQUIRED

THAW & SERVE

Let your customers indulge by listing our exclusive wrapped Grab a Treat range which has a number of traditional favourites with a longer shelf life to help minimise wastage and maximise profits!!

Merchandise & display these products within our FOC display units, ideal to be placed in busy footfall zones within your store for Incremental impulse sales.

Our FOC displays are available in 2 tier and 3 tier models which maximise your valuable store space are easy to assemble and clean.

PRODUCT SELECTION:



69531
BAKEWELL SLICE
Weight: 50g | Units: 48



69521
GRANOLA BAR
Weight: 65g | Units: 48



8144531
CARROT CAKE
Weight: 70g | Units: 20



3075A
CARAMEL SHORTBREAD SLICE
Weight: 57g | Units: 48



RM011
CHOCOLATE BROWNIE
Weight: 70g | Units: 20



69662
DARK CHOCOLATE CHUNK COOKIE
Weight: 95g | Units: 40



69641
MILK CHOCOLATE
CHUNK COOKIE
Weight: 95g | Units: 40



847495
BELGIAN BUNS
TWINPACK
Weight: 110g | Units: 16 x 2



69551
BLUEBERRY MUFFIN
Weight: 120g | Units: 24



69541
TRIPLE CHOCOLATE
MUFFIN
Weight: 120g | Units: 24

FULLY BAKED PRODUCTS,
JUST THAW AND SERVE, NO BAKING REQUIRED

THAW & SERVE



832720

FLOUR DUSTED SUB ROLL 8"

Weight: 95g | Units: 36



3 hours / 19-23°C

VE



BBAP

BROWN SEEDED BAP

Weight: 100g | Units: 24



2 hours / 19-23°C

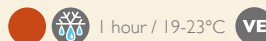
VE



824623

DEMI BRIOCHE STYLE
BURGER ROLL

Weight: 75g | Units: 72



1 hour / 19-23°C

VE



WBAP

WHITE BAP 5"

Weight: 95g | Units: 24



2 hours / 19-23°C

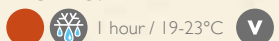
VE



6946

TRADITIONAL BREAKFAST
MUFFIN

Weight: 80g | Units: 40



1 hour / 19-23°C

V

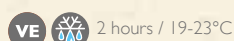


834212

CRUMPETS

Light and fluffy 55g crumpets - ideal for
breakfast!

Weight: 55g | Units: 20 x 6



2 hours / 19-23°C

VE

VE

FULLY BAKED PRODUCTS,
JUST THAW AND SERVE, NO BAKING REQUIRED

THAW & SERVE



835546
WICKER WIRE 2 COUNTER
TOP DISPLAY



837806
TWO TIER STAND



FSDU
THREE TIER STAND

- ✓ Space saving countertop display
- ✓ Easy to keep clean with no maintenance

	Dimensions (mm)	W 420 x D 330 x H 680
	Weight	5kg



835546

PLANOGRAMS – THAW & SERVE

COUNTER TOP – 2 TIER WICKER BASKET

TOP SHELF

847495
BELGIAN BUNS

69641
MILK CHOCOLATE
CHUNK COOKIE

69541
TRIPLE
CHOCOLATE
MUFFIN

BOTTOM SHELF

3075A
CARAMEL SLICE

8144531
CARROT CAKE

RM011
CHOCOLATE
BROWNIE

OPTIONAL TO MIX AND MATCH TO INCLUDE:

- 69531** BAKEWELL SLICES
- 69521** GRANOLA BARS
- 69551** BLUEBERRY MUFFINS
- 69662** DARK CHOCOLATE CHUNK COOKIE



837806

PLANOGRAMS – THAW & SERVE

COUNTER TOP – 2 TIER CARDBOARD

TOP SHELF

847495
BELGIAN BUNS

69641
MILK CHOCOLATE
CHUNK COOKIE

69541
TRIPLE
CHOCOLATE
MUFFIN

BOTTOM SHELF

3075A
CARAMEL SLICE

8144531
CARROT CAKE

RM011
CHOCOLATE
BROWNIE

OPTIONAL TO MIX AND MATCH TO INCLUDE:

69531 BAKEWELL SLICES

69521 GRANOLA BARS

69551 BLUEBERRY MUFFINS

69662 DARK CHOCOLATE CHUNK COOKIE



835447

PLANOGRAMS – THAW & SERVE

COUNTER TOP – 3 TIER WICKER BASKET

TOP SHELF

847495
BELGIAN BUNS

69641
MILK CHOCOLATE
CHUNK COOKIE

69541
TRIPLE
CHOCOLATE
MUFFIN

MIDDLE SHELF

832720
FLOURED TOPPED
SUB ROLLS

BBAP
BROWN BAPS

834212
CRUMPETS

BOTTOM SHELF

824624
BRIOCHE STYLE
BUNS

6946
BREAKFAST
MUFFINS

WBAP
WHITE BAPS

OPTIONS ARE VARIABLE WITHIN THIS COMPACT & FLEXIBLE MERCHANDISING DISPLAY TO ALLOW YOU TO CHOOSE FROM A RANGE OF THAW AND SERVE PRODUCTS WITHIN BREAD AND CONFECTIONERY – PLEASE ASK YOUR RETAIL CONCEPT SPECIALISTS TO ADVISE

THE MORNING CONSUMER

Source: IRI 52 and 8 weeks to 5th January 2019

DID YOU KNOW...

- **Breakfast is an almost universal meal, with 95% of UK adults eating it.**
- **49% of UK adults eat breakfast out of home, with 28% doing so more than once a week.**
- **41% do so because they do not have the time to eat breakfast at home, while 3 in 10 are eating breakfast on the go (FTG).**

GROCERY PERFORMANCE: ISB VALUE GROWTH

Source: IRI 52 and 8 weeks to 5th January 2019

Total ISB worth £1.4bn and in growth +2.0% latest 52 weeks. Growth driven by Sweet Bakery, +3.4% vs last year:

ISB shoppers are valuable –spend more, buy more items and visit more often –each shopper worth circa £282 per month

- **Based on 5000 shoppers ISB can be worth £82,000 to a retailer**
- **Treat mission holds up post lunch representing a great opportunity for a 2nd bake & impulse treats & link with coffee for the afternoon pick me up**

BAKERY PRODUCT RANGE / STORE FORMATS

You must have the right range of products for your shoppers.

THERE ARE THREE LEVELS OF PRODUCT RANGES DEPENDING ON YOUR STORE FORMAT:

SMALL STORE FORMAT

PAGES 16 - 19

under 1000sq ft, upto £15k* weekly turnover, small preparation area

MEDIUM STORE FORMAT

PAGES 20 - 23

1000-3000sq ft, £15k-£25k* weekly turnover, moderate preparation area

LARGE STORE FORMAT

PAGES 24 - 31

over 3000sq ft, over £25k* weekly turnover, large preparation area.

*excluding services

YOUR RETAIL CONCEPT SPECIALIST CAN HELP YOU DECIDE WHICH RANGE IS BEST FOR YOUR STORE.

WHAT STORE FORMAT ARE YOU?

ENTRY THAW AND SERVE

ISB CORE RANGE

ISB SMALL FORMAT RANGE

ISB MEDIUM FORMAT RANGE

ISB LARGE FORMAT RANGE

PARISIEN SPINNEY

AMBIENT SAVOURIES

FSDU – IMPULSE CONFECTIONERY

WRAPPED TO GO

F2G – SMALL FORMAT RANGE

F2G – MEDIUM FORMAT RANGE

F2G - LARGE FORMAT RANGE

SEATTLE'S BEST COFFEE

SWIRL

SMOOTHIES

MILKSHAKES

Use our helpful guide to determine what products best suit your store store format

	SMALL	MEDIUM	LARGE
	✓		
	✓	✓	✓
	✓		
		✓	
			✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
		✓	
			✓
	✓	✓	✓
	✓	✓	✓
			✓
			✓

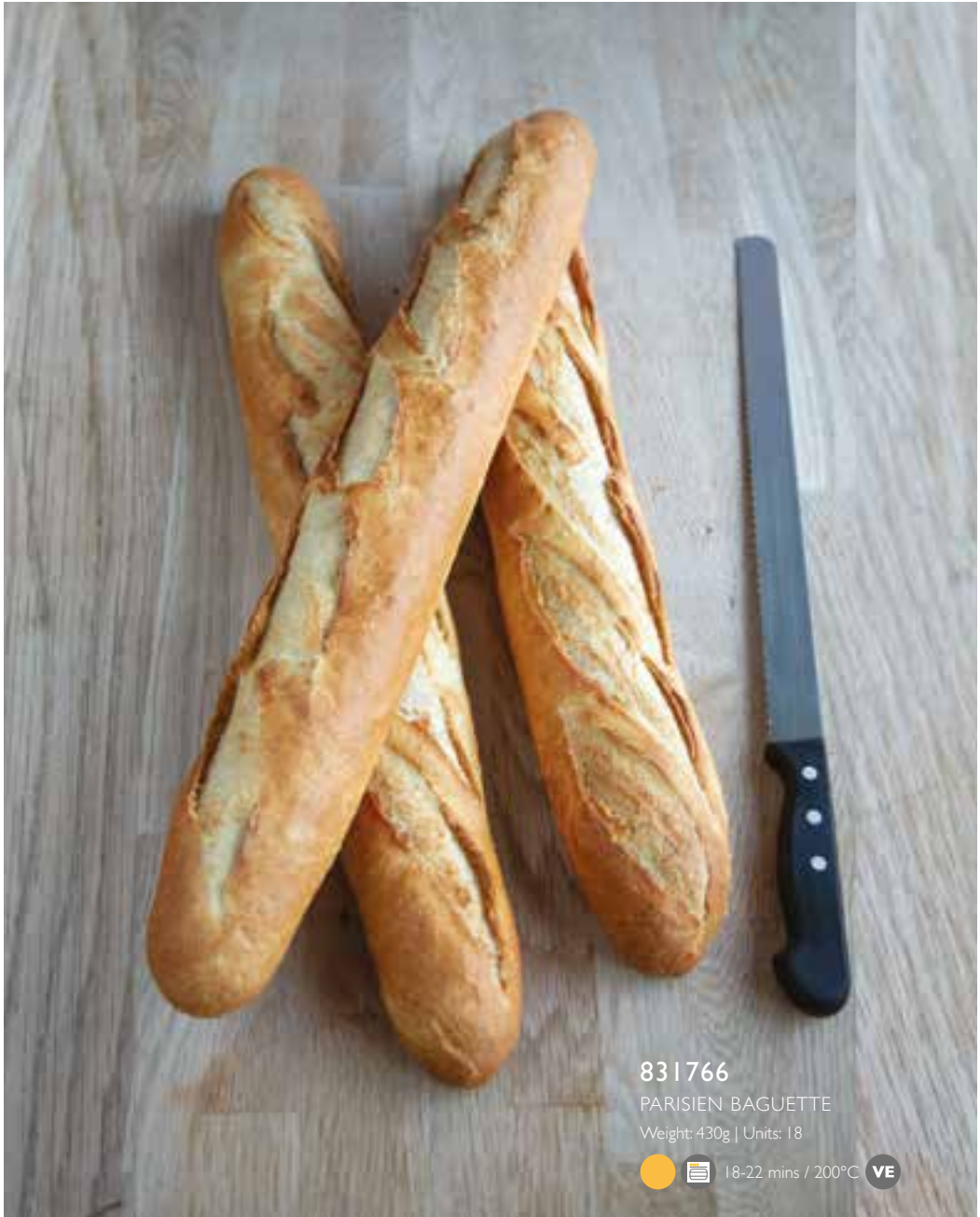
BREAD





RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT



831766

PARISIEN BAGUETTE

Weight: 430g | Units: 18



18-22 mins / 200°C



RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

This range is ideal for those sites which are looking to introduce a bakery range but either limited by space or experience.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for a 1 metre shelf fascia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGES 62-65

SMALL STORE PRODUCT SELECTION:

CODE	PRODUCT NAME
831766	PARISIEN
831768	WHITE DEMI BAGUETTE
450842	BATCHED WHITE CRUSTY ROLLS
3070	SCOTCH MORNING ROLL
2907	TIGER BREAD LOAF
210386	BALTIC BLOOMER

DID YOU KNOW?

Based on a foot fall of 5000 shoppers, In-Store Bakery can be worth an additional £82,000 to a retailer per annum.

Source: HIM Ltd, 2017

RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

831768

DEMI BAGUETTE

Weight: 140g | Units: 50



12-15 mins / 200°C



5-10 seconds



450842

BATCHED CRUSTY ROLLS

Weight: 91g | Units: 4 x 18



12-14 mins / 200°C



3070

SCOTCH MORNING ROLL

Weight: 57g | Units: 60



1 hour / 19-23°C



RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

2907

TIGER BREAD

Weight: 449g | Units: 20



2-3 hours / 19-23°C



6-8 mins / 190°C



210386

BALTIC LOAF

Weight: 600g | Units: 10



17-19 mins / 180°C



RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT



831768

DEMI BAGUETTE

Weight: 140g | Units: 50



12-15 mins / 200°C



5-10 seconds

VE

RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT

This range seeks to take your business to the next level, the mid-sized selection is ideal for stores looking to offer an expanded limited range and/or a loyal customer base.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for over 1 metre shelf facia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGES 62-65

MEDIUM STORE PRODUCT SELECTION:

CODE	PRODUCT NAME
831768	DEMI BAGUETTE
831766	PARISIEN BAGUETTE
831268	MULTI SEED DEMI
BAK045	CIABATTA
210386	BALTIC BLOOMER
2907	TIGER BREAD LOAF
10031699	ORGANIC WHITE BLOOMER
3070	SCOTCH MORNING ROLLS
450842	BATCHED WHITE CRUSTY ROLLS
LDP2	WHITE PETIT PAIN

DID YOU KNOW?

In-Store Bakery shoppers are valuable - They spend more, buy more items and visit more often – each shopper worth circa £282 per month

Source: HIM Ltd, 2017

RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT



831766

PARISIEN BAGUETTE

Weight: 430g | Units: 18



18-22 mins / 200°C



831268

MULTI SEEDED HALF/DEMI BAGUETTE

Weight: 140g | Units: 50



10-12 mins / 200°C



BAK045

CIABATTA

Weight: 125g | Units: 60



9-15 mins / 200-220°C



210386

BALTIC LOAF

Weight: 600g | Units: 10



17-19 mins / 180°C



2907

TIGER BREAD

Weight: 449g | Units: 20



2-3 hours / 19-23°C



6-8 mins / 190°C



RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT



10031699

ORGANIC WHITE BLOOMER

Weight: 450g | Units: 14



20 mins / 19-23°C

22 mins / 180°C

VE



3070

SCOTCH MORNING ROLL

Weight: 57g | Units: 60



1 hour / 19-23°C

VE



450842

BATCHED CRUSTY ROLLS

Weight: 91g | Units: 4 x 18



12-14 mins / 200°C

VE



LDP2

PETIT PAIN

Weight: 90g | Units: 120



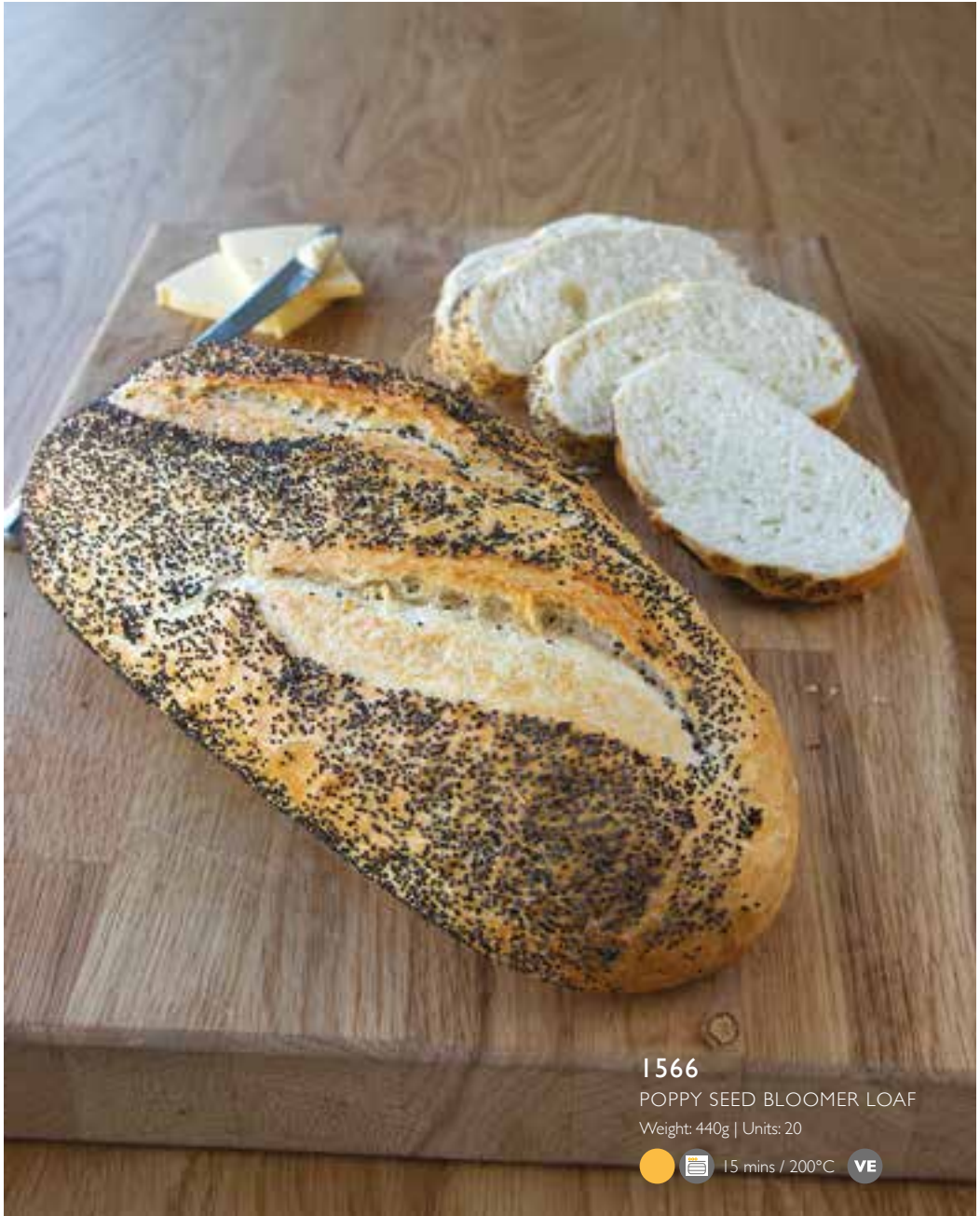
10 mins / 19-23°C

8-10 mins / 200°C

VE

RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT



I566

POPPY SEED BLOOMER LOAF

Weight: 440g | Units: 20



15 mins / 200°C

VE

RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

Looking to expand your range this larger selection is ideal for larger stores wanting to offer an expanded range or to service a high footfall and/or a loyal customer based.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for over 2 meters or over shelf facial fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGES 62-65

LARGE STORE PRODUCT SELECTION:

CODE	PRODUCT NAME		
		10031699	ORGANIC WHITE BLOOMER
831766	PARISIEN BAGUETTE	3070	SCOTCH MORNING ROLLS
831768	WHITE DEMI BAGUETTE	450842	BATCHED WHITE CRUSTY ROLLS
831268	MULTI SEEDED HALF/DEMI BAGUETTE	LDP2	WHITE PETIT PAIN
BAK045	CIABATTA.	6563	BROWN BATCHED CRUSTY ROLLS
210386	BALTIC LOAF	847036	POTATO ROLL
1566	POPPY SEED BLOOMER		
6001	WHITE SPLIT TIN		
2907	TIGER LOAF		

DID YOU KNOW?

Largest categories are Traditional & French breads with significant growth coming from Speciality Breads and Sweet Bakery items.

Source: HIM Ltd, 2017

RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

831766

PARISIEN BAGUETTE

Weight: 430g | Units: 18



18-22 mins / 200°C



831768

DEMI BAGUETTE

Weight: 140g | Units: 50



12-15 mins / 200°C



5-10 seconds



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

831268

MULTI SEEDED HALF/DEMI
BAGUETTE

Weight: 140g | Units: 50



10-12 mins / 200°C



BAK045

CIABATTA

Weight: 125g | Units: 60



9-15 mins / 200-220°C



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

210386

BALTIC LOAF

Weight: 600g | Units: 10



17-19 mins / 180°C



2907

TIGER BREAD

Weight: 449g | Units: 20



2-3 hours / 19-23°C



6-8 mins / 190°C





RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

6001

WHITE SPLIT TIN LOAF

Weight: 465g | Units: 25

  8 hours / 19-23°C

 6-8 mins / 190°C 



10031699

ORGANIC WHITE BLOOMER

Weight: 450g | Units: 14

  20 mins / 19-23°C

 22 mins / 180°C 



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

3070

SCOTCH MORNING ROLL

Weight: 57g | Units: 60



1 hour / 19-23°C



450842

BATCHED CRUSTY ROLLS

Weight: 91g | Units: 4 x 18



12-14 mins / 200°C



LDP2

PETIT PAIN

Weight: 90g | Units: 120



10 mins / 19-23°C



8-10 mins / 200°C



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

6563

BROWN BATCHED CRUSTY ROLLS

Weight: 91g | Units: 4 x 30



10 mins / 200°C



847036

LIGHT POTATO ROLL

Weight: 90g | Units: 80



11-14 mins / 180-220°C



ADDITIONAL LINES FOR ALL STORE FORMATS

848202

JALAPEÑO CHILLI & CHEDDAR LOAF

Weight: 400g | Units: 14

  30 mins / 19-23°C

 18mins / 190°C 



BK02

MALTED WHEAT PETIT PAIN

Weight: 60g | Units: 80

  8-10 mins / 200°C 



ADDITIONAL LINES FOR ALL STORE FORMATS

H4350

PRETZEL ROLL

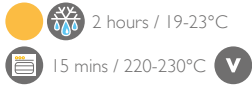
Weight: 80g | Units: 70



833989

FARMER BREAD

Weight: 500g | Units: 12



ADDITIONAL LINES FOR ALL STORE FORMATS

208099

BROWN BAGUETTE
AUTHENTIQUE CEREAL

Weight: 280g | Units: 25



15-18 mins / 180-200°C



BOX SIZE D

VE



3165

SUNFLOWER & HONEY STAR LOAF

Weight: 300g | Units: 18



2-4 hours / 19-23°C



12-14 mins / 220°C

V



8622

TRIPLE GRAIN DEMI BAGUETTE

Weight: 175g | Units: 36



8-10 mins / 200°C

VE



BREAD – ROLLS



ADDITIONAL LINES FOR ALL STORE FORMATS



13438

CIABATTA LOAF

Weight: 350g | Units: 18

  1 hour / 19-23°C

 10-12 mins / 190-200°C 



826061

FRUIT & NUT LOAF

Weight: 420g | Units: 16

  6-8 mins / 210°C 



833988

SUN DRIED TOMATO BREAD

Weight: 290g | Units: 24

  15 mins / 220-230°C 



BP

PLAIN BAGEL

Weight: 85g | Units: 60

  1 hour / 19-23°C  8-9 mins / 190°C 



SWEET BAKERY, VIENNOISRIE, & PASTRIES



RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT



BHRG2

ROYAL DANISH SELECTION

36 Danish pastries: 12 creamy vanilla custard crowns, 12 apricot crowns & 12 cinnamon whirls.

Weight: 90-100g | Units: 3 x 12

Advice: Two bags of white icing enclosed for decoration.



18 mins / 190°C



RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

This range is ideal for those sites which are looking to introduce a bakery range but either limited by space or experience.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for up to 1 metre shelf facia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGES 62-65

SMALL STORE PRODUCT SELECTION:

CODE	PRODUCT NAME
BHRG2	ROYAL DANISH SELECTION
BAK008	CROISSANT
BAK003	PAIN AUX CHOCOLAT
69662	DARK CHOCOLATE CHUNK COOKIE
833622	DOUBLE CHOCOLATE MUFFIN
847495	BELGAIN BUNS TWIN PACK

DID YOU KNOW?

Total ISB worth £1.4bn and in growth +2.0% latest 52 weeks. Growth driven by Sweet Bakery, +3.4% vs last year.

Source: IRI 52 and 8 weeks to 5th January 2019

RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

BAK008

LARGE BUTTER CROISSANT

Weight: 70g | Units: 60



16 mins / 165-170°C



BAK003

PAIN AU CHOCOLAT

Weight: 75g | Units: 70



30-45 mins / 19-23°C



16-17 mins / 180°C



RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

69662

DARK CHOCOLATE CHUNK COOKIE

Weight: 95g | Units: 40



2 hours / 19-23°C



833622

CLASSIC DOUBLE CHOCOLATE MUFFIN

Chocolate flavoured muffin filled with milk and dark chocolate chunks and injected with a smooth chocolate flavoured sauce. Thaw & serve.

Weight: 100g | Units: 30



2 hours / 19-23°C



847495

BELGIAN BUNS TWINPACK

Weight: 110g | Units: 16 x 2



2 hours / 19-23°C



RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT



BHRG4

MAPLE AND PECAN PLAIT

Weight: 95g | Units: 48



18 mins / 190°C



RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT

This range seeks to take your business to the next level, the mid-sized selection is ideal for stores looking to offer an expanded limited range and/or a loyal customer base.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for over 1 metre shelf facia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGES 62-65

MEDIUM STORE PRODUCT SELECTION:

CODE	PRODUCT NAME		
BHRG4	MAPLE PECAN PLAIT	GR36	ICED RING DONUT SELECTION
BAK008	CROISSANT	829626	MINI SUGARED YUM YUM
BAK003	PAIN AU CHOCOLAT	833622	DOUBLE CHOCOLATE MUFFIN
BAK007	PAIN AUX RAISINS	833621	BLUEBERRY MUFFIN
227295	ALMOND CROISSANT	69662	DARK CHOCOLATE CHUNK COOKIE
BHRG2	ROYAL DANISH SELECTION	847495	BELGIAN BUNS TWIN PACK
502548	MIDI JAM DONUT	6635	BAKEWELL TART

DID YOU KNOW?

ISB Sweet doing well, +3% latest 52 weeks –driven by growth in Sweet Treats (cookies, muffins, doughnuts) and Viennoiserie.
Source: IRI 52 and 8 weeks to 5th January 2019

RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT



BAK008

LARGE BUTTER CROISSANT

Weight: 70g | Units: 60



16 mins / 165-170°C



BAK003

PAIN AU CHOCOLAT

Weight: 75g | Units: 70



30-45 mins / 19-23°C



16-17 mins / 180°C



BAK007

PAIN AUX RAISINS

Weight: 110g | Units: 60



20 mins / 19-23°C



16-18 mins / 165-170°C



227295

ALMOND FILLED CROISSANT

A pre proved croissant topped with almond and with an almond filling.

Weight: 90g | Units: 36



20-30 mins / 19-23°C



17-22 mins / 165-170°C



BHRG2

ROYAL DANISH SELECTION

36 Danish pastries: 12 creamy vanilla custard crowns, 12 apricot crowns & 12 cinnamon whirls.

Weight: 90-100g | Units: 3 x 12

Advice: Two bags of white icing enclosed for decoration.



18 mins / 190°C



502548

JAM MIDI DOUGHNUT

Weight: 70g | Units: 44



2 hours / 19-23°C



RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT



GR36

ICED TOPPED
RING DOUGHNUT
SELECTION

36 Iced ring doughnuts: 12 white
, 12 pink and 12 cocoa all topped
with sugar strands.

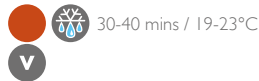
Weight: 60g | Units: 36



829626

MINI SUGARED YUM
YUM

Weight: 45g | Units: 45



833622

CLASSIC DOUBLE
CHOCOLATE MUFFIN

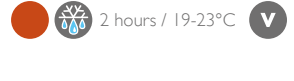
Weight: 100g | Units: 30



833621

CLASSIC BLUEBERRY
MUFFIN

Weight: 100g | Units: 30



69662

DARK CHOCOLATE CHUNK COOKIE

Weight: 95g | Units: 40



847495

BELGIAN BUNS TWINPACK

Weight: 110g | Units: 16 x 2



6635

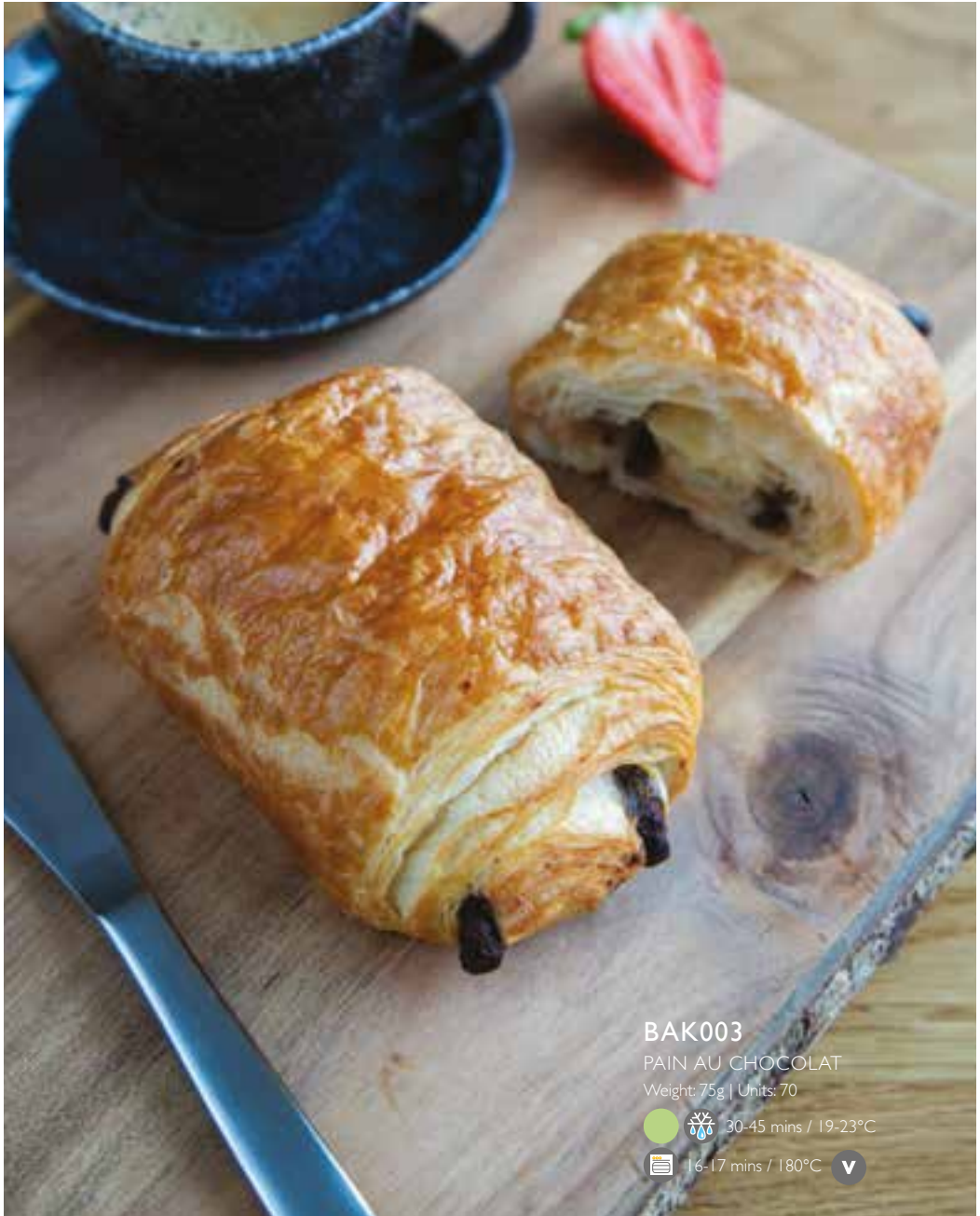
BAKEWELL TART

Weight: 140g | Units: 24



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT



BAK003

PAIN AU CHOCOLAT

Weight: 75g | Units: 70



30-45 mins / 19-23°C



16-17 mins / 180°C



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

Looking to expand your range this larger selection is ideal for larger stores wanting to offer an expanded range or to service a high footfall and/or a loyal customer based.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for over 2 metres shelf facia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGES 62-65

LARGE STORE PRODUCT SELECTION:

CODE	PRODUCT NAME	7771	RING DONUT
BAK003	PAIN AU CHOCOLAT	7770	BOSTON CRÈME DONUT
BAK008	CROISSANT	829626	MINI SUGARED YUM YUM
BAK007	PAIN AUX RAISINS	833622	DOUBLE CHOCOLATE MUFFIN
227295	ALMOND CROISSANT	833621	BLUEBERRY MUFFIN
227138	CHOCOLATE CROISSANT	833631	LEMON MUFFIN
BHRG2	ROYAL DANISH SELECTION	69662	DARK CHOCOLATE CHUNK COOKIE
BHRG4	MAPLE PECAN PLAIT	847495	BELGIAN BUNS TWIN PACK
502548	MIDI JAM DONUT	6635	BAKEWELL TART
6036	CHOCOLATE DONUT	6500	APPLE LATTICE SQAURE
GR36	ICED RING DONUT SELECTION	CUSI	EGG CUSTARD TART

DID YOU KNOW?

Figures from restaurant chain Zizzi suggest that 30% of 18-35 year olds will veto a restaurant if their Instagram presence is poor.

Source: *The Food People*, 2018

RECOMMENDED RETAIL RANGE FOR

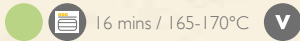
LARGE STORE FORMAT



BAK008

LARGE BUTTER CROISSANT

Weight: 70g | Units: 60



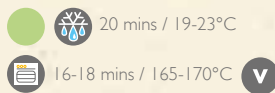
16 mins / 165-170°C



BAK007

PAIN AUX RAISINS

Weight: 110g | Units: 60



20 mins / 19-23°C

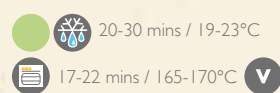
16-18 mins / 165-170°C



227295

ALMOND FILLED CROISSANT

Weight: 90g | Units: 36



20-30 mins / 19-23°C

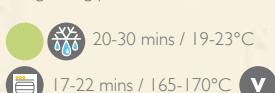
17-22 mins / 165-170°C



227138

CHOCOLATE FLAVOUR
FILLED CROISSANT

Weight: 90g | Units: 36



20-30 mins / 19-23°C

17-22 mins / 165-170°C



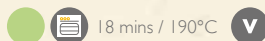
BHRG2

ROYAL DANISH SELECTION

36 Danish pastries: 12 creamy vanilla custard
crowns, 12 apricot crowns & 12 cinnamon
whirls.

Weight: 90-100g | Units: 3 x 12

Advice: Two bags of white icing enclosed for
decoration.



18 mins / 190°C



BHRG4

MAPLE AND PECAN PLAIT

Weight: 95g | Units: 48



18 mins / 190°C

RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT



502548

JAM MIDI DOUGHNUT

Weight: 70g | Units: 44



2 hours / 19-23°C



6036

CHOCOLATE DOUGHNUT

Weight: 58g | Units: 140



2 hours / 19-23°C



GR36

ICED TOPPED RING DOUGHNUT SELECTION

36 Iced ring doughnuts: 12 white, 12 pink and 12 cocoa all topped with sugar strands.

Weight: 60g | Units: 36



1 hour / 19-23°C



7771

RING DOUGHNUT

Weight: 70g | Units: 48



15-20 mins / 19-23°C



7770

BOSTON CRÈME DOUGHNUT

Weight: 88g | Units: 36



2 hours / 19-23°C



829626

MINI SUGARED YUM YUM

Weight: 45g | Units: 45



30-40 mins / 19-23°C



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT



833622

CLASSIC DOUBLE CHOCOLATE MUFFIN

Weight: 100g | Units: 30



833621

CLASSIC BLUEBERRY MUFFIN

Weight: 100g | Units: 30



833631

CLASSIC LEMON MUFFIN

Weight: 100g | Units: 30



69662

DARK CHOCOLATE CHUNK COOKIE

Weight: 95g | Units: 40



RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

6635

BAKEWELL TART

Weight: 140g | Units: 24



847495

BELGIAN BUNS TWINPACK

Weight: 110g | Units: 16 x 2



6500

APPLE LATTICE SQUARE

Weight: 80g | Units: 140



ADDITIONAL LINES FOR ALL STORE FORMATS



BHRG3

CINNAMON WHIRL

Weight: 85g | Units: 48

Advice: Two bags of white icing enclosed for decoration.

18 mins / 190°C



BHRG1

VANILLA CUSTARD CROWN

Weight: 100g | Units: 48

Advice: Two bags of white icing enclosed for decoration.

18 mins / 190°C



833508

CLASSIC SALTED CARAMEL MUFFIN

Weight: 100g | Units: 30

2 hours / 19-23°C



6238

CHOCOLATE & HAZELNUT CROQUANT

Weight: 120g | Units: 36

20 mins / 19-23°C 15-20 mins / 170°C



6239

CHERRY & ALMOND CROQUANT

Weight: 115g | Units: 36

20 mins / 19-23°C 15-20 mins / 170°C

ADDITIONAL LINES FOR ALL STORE FORMATS



833633

CLASSIC MULTIBERRY MUFFIN

Muffin with blueberry, cranberry and strawberry pieces injected with a smooth raspberry filling and topped with blackcurrants & redcurrants. Thaw & serve.

Weight: 100g | Units: 30



5978

LINZER BISCUIT STAR

Weight: 75g | Units: 16



451216

DOUBLE CHOCOLATE COOKIE

Pre-portioned, chocolate cookie dough with white chocolate chunks.

Weight: 50g | Units: 160



451218

WHITE CHOCOLATE COOKIE

Pre-portioned, cookie dough with white chocolate chunks.

Weight: 50g | Units: 160



ADDITIONAL LINES FOR ALL STORE FORMATS

ES01

LARGE DOUBLE CHOCOLATE
CHIP COOKIE

Weight: 80g | Units: 30



2-3 hours / 19-23°C



25947

CHOCOLATE TWIST

Weight: 120g | Units: 40



5-10 mins / 0-4°C



17-20 mins / 165-175°C



ADDITIONAL LINES FOR ALL STORE FORMATS

830794

FLAPJACK SLICE

Weight: 65g | Units: 6 x 8



12 hours / 0-4°C



48 Portions



GF350

APRICOT FLAVOURED GLAZE

Weight: 6kg | Units: 1



GO NUTS FOR DOUGHNUTS

The classic combination of Coffee and a Doughnut has been a staple across the globe.

MIX IT UP

With seasonality driving growth within the category, making sure you have a different doughnut flavour every few months will entice and excite your customers.

PREMIUM PICKINGS

The market has seen the growth in the premiumisation of the doughnut, with the likes of multi-site operators such as Crosstown Doughnuts and Doughnut Time offer consumers highly decorated and flavoured sweet treats at a premium price point (as much as £22 for a single sharing doughnut). Consumers are more than willing to pay for a premium product if it tastes great and looks visually pleasing.

With the range of doughnuts from Delice de France in a range of flavours, sizes and styles there will always be something new for your customers to try.



DOUGHNUTS

ALL DAY TREATS

These items are perfect for an all-day bakery offering. These items varied range of flavours, sizes and styles Delice de France indulgent Doughnuts are sure to delight & suit all customer types within your store

- Convenient too! – Simply thaw and serve and enjoy incremental margin from this trending high Impulse & growing category
- Doughnuts are Ideal partners with fresh bean to cup coffee Ideal to have available all day and to vary you're in store offer from our extensive range
- Display and merchandise in our compact Delice Donuts units now available!
Ask your local Retail Concept Specialist for more info!
- Flexible Display units are available in counter top or floor standing and perfect to be placed in store within high footfall and coffee zones

Don't forget to celebrate key events like:



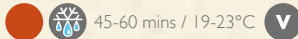
**VIEW OUR RANGE
OF DOUGHNUT
MERCHANDISERS
ON PAGES 132-133**



450065

MINI CHOCOLATE DOUGHNUTS

Weight: 16g | Units: 340



45-60 mins / 19-23°C



847276

JAM DOUGHNUT

Weight: 70g | Units: 48



2 hours / 19-23°C



6036

CHOCOLATE DOUGHNUT

Weight: 58g | Units: 140



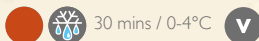
2 hours / 19-23°C



25295

MINI ICED RING DOUGHNUT SELECTION

Weight: 26g | Units: 6 x 12



30 mins / 0-4°C



450064

MINI JAM DOUGHNUTS

Weight: 17g | Units: 345



45-60 mins / 19-23°C



PREMIUM DOUGHNUTS



247457
 CARAMEL FILLED
 RING DOUGHNUT

Weight: 75g | Units: 36

30 mins / 19-23°C



247376
 BUBBLEGUM FLAVOUR
 RING DOUGHNUT

Weight: 55g | Units: 36

30 mins / 19-23°C



39010
 LEMON FILLED
 RING DOUGHNUT

Weight: 73g | Units: 36

30-45 mins / 19-23°C



66560
 CARNIVAL DOUGHNUT

Weight: 65g | Units: 24

15-20 mins / 19-23°C



64920
 CHOCOLATE FLAVOUR
 RING DOUGHNUT

Weight: 88g | Units: 36

15-20 mins / 19-23°C



60045
 COCONUT &
 CHOCOLATE FLAVOUR
 DOUGHNUT

Weight: 72g | Units: 36

30 mins / 19-23°C



60115
 PINK SQUARE
 DOUGHNUT

Weight: 64g | Units: 36

20 mins / 19-23°C

DONUGHNUT BITES



835576

DARK DELIGHT BITES

A bite sized doughnut with a chocolate flavour coating and a hazelnut topping.

Weight: 18g | Units: 88



20 mins / 19-23°C



835577

WHITE DELIGHT BITES

A bite sized doughnut with a vanilla flavoured coating and a caramel topping.

Weight: 22g | Units: 88



20 mins / 19-23°C



835578

PINK DELIGHT BITES

A bite sized doughnut with an elderberry flavoured coating and a sugar knibbed topping.

Weight: 21g | Units: 88



20 mins / 19-23°C



MERCHANDISING

PLANOGRAM

This simple 1m shelving display has all the best sellers your shoppers are looking for so make sure these are stocked.

We offer a range of Sneeze Guards / Packaging Solutions and Sealer Machines to ensure products are merchandised safely



Speak to your Retail Concept Specialist who will be able to advise you what is the right range for your store.

LOCATION

EQUIPMENT

We offer different types of display units including countertop units, modular display units and TEGO shelving. All display units are available to purchase. Speak to your Retail Concept Specialist for more information.

ENTRY LEVEL & FOOD TO GO LOCATIONS

Countertop Display Units

We also provide smaller display units convenient for impulse purchases at the till point and for stores with minimum space on shelf. These are available to purchase.

WICKER BASKETS



Dimensions (one basket)
H80mm x W300mm x L400mm
Available in brown or black

3 TIER COUNTERTOP DISPLAY UNIT



Dimensions
W 420mm x D 330mm x H 920mm

2 TIER COUNTERTOP DISPLAY UNIT



Dimensions
W 420mm x D 330mm x H 680mm

SPINNEY



Dimensions
H1700mm x W530mm x D300mm

LABELLING

We also provide a labelling machine which can be used for both in-store bakery and food-to-go. Labels effectively communicate product, price, nutritional information and use by dates so your customer can make an informed decision.

THE PRINTER WE PROVIDE HAS MANY BENEFITS

- Fully portable, stand alone printer - no extra computer required
- Easy to operate
- Quick & accurate thermal printing - no ink cartridges needed
- Allows you to add your own RSP's
- Automatically adds production dates and calculates 'use by' dates
- Easily updated using SD cards supplied by Aryzta Food Solutions
- Labels available to purchase via our telesales team or online ordering site





PLANOGRAMS – BAKERY

COUNTER TOP – 2 TIER WICKER BASKET

835546

TOP SHELF

BHRG2
ROYAL DANISH
SELECTION

BOTTOM SHELF

831768
WHITE DEMI
BAGUETTES

450842
WHITE CRUSTY
ROLLS



PLANOGRAMS – BAKERY

COUNTER TOP – 3 TIER WICKER BASKET

835447

TOP SHELF

BAK008
CROISSANT

833622
CHOCOLATE
MUFFIN

502548
JAM DONUTS

MIDDLE SHELF

BHRG2
ROYAL DANISH
SELECTION

BOTTOM SHELF

831768
WHITE DEMI
BAGUETTES

450842
WHITE CRUSTY
ROLLS



10088414

PLANOGRAMS – BAKERY

4 TIER WICKER BASKET

TOP SHELF

BHRG2
ROYAL DANISH
SELECTION

BAK008
CROISSANT

2ND SHELF

847495
BELGIAN BUNS

502548
MIDI JAM DONUT

3RD SHELF

831768
WHITE DEMI
BAGUETTES

450842
WHITE CRUSTY
ROLLS

BOTTOM SHELF

10031699
ORGANIC WHITE
BLOOMER

2907
TIGER LOAF

PLANOGRAMS – BAKERY



10088414

4 TIER WICKER BASKET WITH BAGUETTE HOLDERS

TOP SHELF

833622
CHOCOLATE
MUFFIN

502548
MIDI JAM DONUT

2ND SHELF

BAK008
CROISSANT

BHRG2
ROYAL DANISH
SELECTION

3RD SHELF

831768
WHITE DEMI
BAGUETTES

450842
WHITE CRUSTY
ROLLS

BOTTOM SHELF

10031699
ORGANIC WHITE
BLOOMER

2907
TIGER LOAF



PLANOGRAMS – BAKERY

BC 1M SHORT TYPE STAND

10034629

TOP SHELF

BHRG2
ROYAL DANISH
SELECTION

BAK007
PAIN AUX
CHOCOLAT

833622
CHOCOLATE
MUFFIN

247376
BUBBLEGUM
DONUTS

2ND SHELF

847036
POTATO ROLL

847495
BELGIAN BUNS

BAK008
CROISSANT

3070
SCOTCH
MORNING ROLLS

3RD SHELF

831768
WHITE DEMI
BAGUETTES

BAK045
CIABATTA

2907
TIGER LOAF

1566
POPPY SEED
BLOOMER

4TH SHELF

450842
WHITE CRUSTY
ROLLS

831766
PARISIENS

210386
BALTIC BLOOMER

6563
BROWN CRUSTY
ROLLS



PLANOGRAMS – BAKERY

LE DEMI

I0082369

TOP SHELF

833622
CHOCOLATE
MUFFIN

BAK007
PAIN AUX
CHOCOLAT

BAK008
CROISSANT

227295
ALMOND
CROISSANT

MIDDLE SHELF

BHRG2
ROYAL DANISH
SELECTION

502548
MIDI JAM DONUT

3RD SHELF

831768
WHITE DEMI
BAGUETTES

450842
WHITE CRUSTY
ROLLS



PLANOGRAMS – BAKERY

LE PETIT COUNTER TOP

I0082368

TOP SHELF

BAK008
CROISSANT

502548
MIDI JAM DONUT

MIDDLE SHELF

BHRG2
ROYAL DANISH
SELECTION

BOTTOM SHELF

831768
WHITE DEMI
BAGUETTES

450842
WHITE CRUSTY
ROLLS



HOT FOOD TO GO RANGE / STORE FORMATS

You must have the right range of products for your shoppers.

THERE ARE THREE LEVELS OF PRODUCT RANGES DEPENDING ON YOUR STORE FORMAT:

SMALLER STORE FORMAT

PAGES 70 - 73

500-1000sq ft, less than £15k turnover, small preparation area

MEDIUM STORE FORMAT

PAGES 74 - 77

1000-2000sq ft, £15k-£25k turnover, moderate preparation area

LARGE STORE FORMAT

PAGES 78 - 83

2000+sq ft, more than £25k turnover, large preparation area.

YOUR SALES REPRESENTATIVE CAN HELP YOU DECIDE WHICH RANGE IS BEST FOR YOUR STORE.



**HOT FOOD
TO GO**



RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT



793

THE 'BIG EIGHT'
SAUSAGE ROLL –
200MM

Weight: 200g | Units: 30



20-25 mins / 190°C

RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

This range is ideal for those sites which are looking to introduce a Hot Food to Go range but either limited by space or experience.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for under 700mm shelf facia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGE 90

SMALL STORE PRODUCT SELECTION:

CODE	PRODUCT NAME
793	BIG 8 SAUSAGE ROLL
5208	STEAK SLICE
5210	CHEESE & ONION SLICE
9020	BEEF PASTY
828153	BACON AND CHEESE TURNOVER
832302	HAM CHEDDAR & WHOLEGRAIN MUSTARD PANINI
832292	PESTO MOZZARELLA & SUNDRIED TOMATO PANINI
3334	HASH BROWNS

DID YOU KNOW?

5% rise in average spend at breakfast - strong YoY rise in breakfast visits

Source: MCA Eating Out Panel July 2019

RECOMMENDED RETAIL RANGE FOR

SMALL STORE FORMAT

5208

STEAK SLICE

Weight: 160g | Units: 30



20-25 mins / 190°C



5210

CHEESE AND ONION SLICE

Weight: 160g | Units: 30



20-25 mins / 190°C



9020

BEEF PASTY

Weight: 259g | Units: 24



20-25 mins / 180°C



RECOMMENDED RETAIL RANGE FOR



SMALL STORE FORMAT



828153

CHEESE & BACON TURNOVER

Weight: 138g | Units: 30

  20-25 mins / 180°C



832302

HAM, CHEDDAR & WHOLEGRAIN
MUSTARD PANINI

Weight: 156g | Units: 24



  2-3 hours / 0-4°C  20 mins / 190°C 






832292

PESTO, MOZARELLA & SUNDRIED
TOMATO FILLED PANINI

Weight: 161g | Units: 24

  2-3 hours / 0-4°C


 20 mins / 190°C  



3334

HASH BROWNS

Weight: 4 x 2.5kg | Units: 200 approx

  20-25 mins / 190°C 

RECOMMENDED RETAIL RANGE FOR



MEDIUM STORE FORMAT



9020

BEEF PASTY

Weight: 259g | Units: 24

  20-25 mins / 180°C

RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT

This range seeks to take your business to the next level, the mid-sized selection is ideal for stores looking to offer an expanded limited range and/or a loyal customer base.

ALL DAY BAKE OFF

These items are perfect for an all-day Hot Food to Go offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for a 1 metre shelf facia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGE 91-92

MEDIUM STORE PRODUCT SELECTION:

9020	BEEF PASTY	3651	STEAK & KIDNEY PIE
793	BIG 8 SAUSAGE ROLL	4080	CHICKEN & MUSHROOM PIE
5208	STEAK SLICE	832225	CHILLI CHICKEN & CHEDDAR PANINI
5210	CHEESE & ONION SLICE	832292	PESTO MOZZARELLA & SUNDRIED TOMATO PANINI
828153	BACON AND CHEESE TURNOVER	832302	HAM CHEDDAR & WHOLEGRAIN MUSTARD PANINI
3334	HASH BROWNS	830987	VEGAN SAUSAGE ROLL
9030	CHICKEN AND HAM SLICE		
4098	CHICKEN CURRY SLICE		

DID YOU KNOW?

Millennials, ages 25-34, will on average visits 3.2 times per week with an average spend per visit £6.33. Top Mission - Food-To-Go 21%
Source: ACS Consumer Habits Report 2018

RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT



793

THE 'BIG EIGHT' SAUSAGE ROLL
– 200MM

Weight: 200g | Units: 30



  20-25 mins / 190°C



5208

STEAK SLICE

Weight: 160g | Units: 30

  20-25 mins / 190°C



5210

CHEESE AND ONION SLICE

Weight: 160g | Units: 30

  20-25 mins / 190°C 



828153

CHEESE & BACON TURNOVER

Weight: 138g | Units: 30




  20-25 mins / 180°C



3334

HASH BROWNS

Weight: 4 x 2.5kg | Units: 200 approx

  20-25 mins / 190°C 


RECOMMENDED RETAIL RANGE FOR

MEDIUM STORE FORMAT





9030
 CHICKEN AND HAM
 SLICE
 Weight: 160g | Units: 30
  20-25 mins / 190°C



4098
 CHICKEN CURRY SLICE
 Weight: 160g | Units: 30
  20-25 mins / 190°C



365 I
 STEAK AND KIDNEY PIE
 Weight: 186g | Units: 36
  30 mins / 190°C










4080
 CHICKEN AND
 MUSHROOM PIE
 Weight: 150g | Units: 33
  25-30 mins / 190°C



832225
 CHILLI CHICKEN &
 CHEDDAR PANINI
 Weight: 181g | Units: 24
  2-3 hours / 0-4°C
 20 mins / 190°C 



832292
 PESTO, MOZARELLA &
 SUNDRIED
 TOMATO FILLED PANINI
 Weight: 161g | Units: 24
  2-3 hours / 0-4°C
 20 mins / 190°C    20 mins / 190°C 



832302
 HAM, CHEDDAR &
 WHOLEGRAIN
 MUSTARD PANINI
 Weight: 156g | Units: 24
  2-3 hours / 0-4°C



830987
 VEGAN
 SAUSAGE ROLL
 Weight: 150g | Units: 55
  25-30 mins / 200°C 

RECOMMENDED RETAIL RANGE FOR



LARGE STORE FORMAT



830987

VEGAN
SAUSAGE ROLL

Weight: 150g | Units: 55

  25-30 mins / 200°C

VE

RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT

Looking to expand your range this larger selection is ideal for larger stores wanting to offer an expanded range or to service a high footfall and/or a loyal customer based.

ALL DAY BAKE OFF

These items are perfect for an all-day bakery offering. These items may not be suitable for all stores and should only be used as a starting point. This is the set up for over 1 metre shelf facia/fixture. For more information about bake off and preparation times please speak to your Delice de France Retail Concept Specialist

FOR PLANOGRAMS PLEASE SEE PAGES 93-95

LARGE STORE PRODUCT SELECTION:

CODE	PRODUCT NAME		
830987	VEGAN SAUSAGE ROLL	832302	HAM CHEDDAR & WHOLEGRAIN MUSTARD PANINI
793	BIG 8 SAUSAGE ROLL		
5208	STEAK SLICE	8135A	JUMBO STHN FRIED CHICKEN FILLETS
5210	CHEESE & ONION SLICE	6831	OMLETTE
828153	BACON AND CHEESE TURNOVER	736141	COOKED BACK BACON
3334	HASH BROWNS	3714A	JUMBO BREADED CHICKEN FILLETS
9030	CHICKEN AND HAM SLICE	823324	COOKED SAUSAGE
4098	CHICKEN CURRY SLICE	831091	LUXURY LATTICE RED ONION CHUTNEY
3651	STEAK & KIDNEY PIE		
4080	CHICKEN & MUSHROOM PIE	901342	BIG AL FLAMED BURGER
832225	CHILLI CHICKEN & CHEDDAR PANINI	20206	WHITE FLOURED BAP
832292	PESTO MOZZARELLA & SUNDRIED TOMATO PANINI	828194	CORNISH PASTY

DID YOU KNOW?

Generation Z ages 16-24, will on average visits 3.3 times per week with an average spend per visit £5.13. Top Mission - Food-To-Go 32%

Source: ACS Consumer Habits Report 2018

RECOMMENDED RETAIL RANGE FOR



LARGE STORE FORMAT



793

THE 'BIG EIGHT' SAUSAGE ROLL
– 200MM

Weight: 200g | Units: 30


  20-25 mins / 190°C



5208

STEAK SLICE

Weight: 160g | Units: 30

  20-25 mins / 190°C



5210

CHEESE AND ONION SLICE

Weight: 160g | Units: 30



  20-25 mins / 190°C 



828153

CHEESE & BACON TURNOVER

Weight: 138g | Units: 30



  20-25 mins / 180°C



3334

HASH BROWNS

Weight: 4 x 2.5kg | Units: 200
approx

  20-25 mins / 190°C







9030

CHICKEN AND HAM
SLICE

Weight: 160g | Units: 30

  20-25 mins / 190°C

RECOMMENDED RETAIL RANGE FOR

LARGE STORE FORMAT



4098
CHICKEN CURRY SLICE
Weight: 160g | Units: 30
● 📅 20-25 mins / 190°C



3651
STEAK AND KIDNEY PIE
Weight: 186g | Units: 36
● 📅 30 mins / 190°C



4080
CHICKEN AND MUSHROOM PIE
Weight: 150g | Units: 33
● 📅 25-30 mins / 190°C



832225
CHILLI CHICKEN & CHEDDAR PANINI
Weight: 181g | Units: 24
● 🕒 2-3 hours / 0-4°C
● 📅 20 mins / 190°C



832292
PESTO, MOZARELLA & SUNDRIED TOMATO FILLED PANINI
Weight: 161g | Units: 24
● 🕒 2-3 hours / 0-4°C
● 📅 20 mins / 190°C



832302
HAM, CHEDDAR & WHOLEGRAIN MUSTARD PANINI
Weight: 156g | Units: 24
● 🕒 2-3 hours / 0-4°C
● 📅 20 mins / 190°C

RECOMMENDED RETAIL RANGE FOR



LARGE STORE FORMAT



8135A

JUMBO SOUTHERN FRIED CHICKEN FILLET

Weight: 155g | Units: 2 x 21

  20-25 mins / 200°C



683 I

EGG OMELETTE

Weight: 40g | Units: 125



  6-10 mins / 200°C 



73614I

PRE COOKED BACK BACON

Weight: 25g | Units: 2 x 40 approx



  6-7 mins / 180°C



3714A

JUMBO BREADED CHICKEN FILLETS

Weight: 155g | Units: 2 x 21

  20-25 mins / 190°C



823324

COOKED PORK SAUSAGE

Weight: 42g | Units: 120

  9 mins / 220°C

RECOMMENDED RETAIL RANGE FOR


LARGE STORE FORMAT



831091

LUXURY SAUSAGE LATTICE WITH
RED ONION CHUTNEY

Weight: 200g | Units: 35

  25-30 mins / 200°C



901342

BIG AL FLAME COOKED 1/4 POUNDER

Weight: 90g | Units: 48




  8 mins / 200°C



20206

WHITE FLOURED BAP 5"

Weight: 89g | Units: 48



  1 hour / 19-23°C 



828194

TRADITIONAL CORNISH PASTY

Weight: 283g | Units: 20

  40-45 mins / 190°C

HOT FOOD TO GO

ADDITIONAL LINES FOR ALL STORE FORMATS



810391

HAND-HELD MARGHERITA PIZZA

Weight: 180g | Units: 24

  30 mins / 19-23°C

 14 mins / 170°C



845005

HAM AND CHEESE BASKET

Weight: 110g | Units: 54

  20-22 mins / 190°C



563815

COOKED PLAIN CHICKEN SKEWER

Weight: 93-113g | Units: 2 x 20

  16-18 mins / 200°C



1697

BBQ CAJUN CHICKEN WINGS

Weight: 4 x 2000g | Units: 200 approx

Advice: Pre-cooked.

  16 mins / 190°C



332001

SEASONED POTATO WEDGES

Weight: 4 x 2.5 kg | Units: 1000 approx

  15-20 mins / 200°C 



526900

CHICKEN TIKKA MARINADE SKEWER

Weight: 93-113g | Units: 2 x 20

  20 mins / 200°C

HOT FOOD TO GO

ADDITIONAL LINES FOR ALL STORE FORMATS



828198

CHILLI STEAK PASTY

Weight: 283g | Units: 20

40-45 mins / 190°C



5204

STEAK PASTY

Weight: 203gçg | Units: 18

20-25 mins / 180°C



828194

TRADITIONAL CORNISH PASTY

Weight: 283g | Units: 20

40-45 mins / 190°C



828196

CHEESE AND ONION PASTY

Weight: 283g | Units: 20

40-45 mins / 190°C



828197

CHICKEN AND VEGETABLE PASTY

Weight: 283g | Units: 20

40-45 mins / 190°C

HOT FOOD TO GO

ADDITIONAL LINES FOR ALL STORE FORMATS



799

PREMIUM SCOTCH PIE

Weight: 154g | Units: 36

  25-30 mins / 180-190°C



9080A

MEAT & POTATO PIE

Weight: 245g | Units: 30

  35 mins / 180°C



830019

PREMIUM SAUSAGE ROLL

Weight: 120g | Units: 60

  25-30 mins / 200°C



HTG180

**KINGSIZE SAUSAGE ROLL –
180MM**

Weight: 130g | Units: 48

  20 mins / 190°C



5936

CHEESE AND ONION ROLL



Weight: 123g | Units: 40

  20-25 mins / 180°C 

ADDITIONAL LINES FOR ALL STORE FORMATS



80012
SMALL SAUSAGE ROLL
Weight: 50g | Units: 150

  20-25 mins / 190°C



5206
CHICKEN & MUSHROOM SLICE
Weight: 160g | Units: 30

  20-25 mins / 190°C



830540
VEGAN
SAAG ALOO LATTICE SLICE
Weight: 175g | Units: 30

  30-35 mins / 180°C 



830516
VEGAN
SPICY CHICKPEA ROLL
Weight: 180g | Units: 48

  30-35 mins / 180°C 

RECOMMENDED RETAIL RANGE FOR

AMBIENT SAVOURIES

80012

SMALL SAUSAGE ROLL

Weight: 50g | Units: 150



20-25 mins / 190°C



display for
12 hours
from baking.



5936

CHEESE AND ONION ROLL

Weight: 123g | Units: 40



20-25 mins / 180°C



display for
12 hours
from baking.

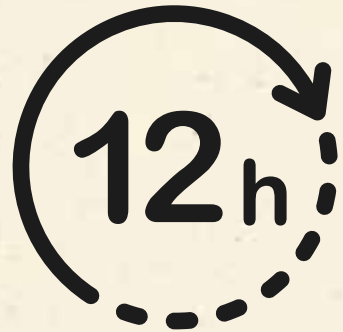


RECOMMENDED RETAIL RANGE FOR

AMBIENT SAVOURIES

Why not include our quality Ambient Sausage Rolls to provide Incremental profits in your store – place the Two Tier Counter (837806) top fixture in a busy footfall location for additional impulse sales.

Ambient Sausage Rolls are baked off, allowed to cool prior to labelling and packaging allowing you to **display for 12 hours from baking.**



PLANOGRAM

TOP SHELF:

5936

CHEESE AND
ONION ROLL

5936

CHEESE AND
ONION ROLL

BOTTOM SHELF:

80012

SMALL
SAUSAGE
ROLL

80012

SMALL
SAUSAGE
ROLL

DON'T FORGET TO LABEL FOOD



10099263

INTERMEC FOOD LABELLING
SOLUTION



PLANOGRAMS – HOT FOO TO GO

SMALL STORE – MORNING AM



FGHD

TOP SHELF

10091201

5208
STEAK SLICE

5208
STEAK SLICE

5210
CHEESE ONION
SLICE

9020
BEEF PASTY

BOTTOM SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

828153
CHEESE & BACON
TURNOVER

3334
HASH BROWN



PLANOGRAMS – HOT FOO TO GO

SMALL STORE – AFTERNOON PM



FGHD

TOP SHELF

10091201

5208
STEAK SLICE

5208
STEAK SLICE

5210
CHEESE & ONION
SLICE

9020
BEEF PASTY

BOTTOM SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

832292
PESTO,
MOZARELLA
& SUNDRIED
TOMATO FILLED
PANINI

832302
HAM, CHEDDAR
& WHOLEGRAIN
MUSTARD PANINI



FGHD

PLANOGRAMS – HOT FOO TO GO

MEDIUM STORE – MORNING AM



MD35

TOP SHELF

830987
VEGAN SAUSAGE
ROLL

5210
CHEESE & ONION
SLICE

2ND SHELF

828153
CHEESE & BACON
TURNOVER

828153
CHEESE & BACON
TURNOVER

3RD SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

BOTTOM SHELF

5208
STEAK SLICE

3334
HASH BROWN



FGHD

PLANOGRAMS – HOT FOO TO GO

MEDIUM STORE – AFTERNOON PM



MD35

TOP SHELF

830987
VEGAN SAUSAGE
ROLL

5210
CHEESE & ONION
SLICE

2ND SHELF

5208
STEAK SLICE

5208
STEAK SLICE

3RD SHELF

793
BIG EIGHT
SAUSAGE ROLL

5204
STEAK PASTY

BOTTOM SHELF

9030
CHICKEN & HAM
SLICE
OR
4098
CHICKEN CURRY
SLICE

3651
STEAK &
KIDNEY PIE
OR
4080
CHICKEN &
MUSHROOM PIE

PLANOGRAMS – HOT FOOD TO GO



MEDIUM STORE – MORNING AM

SODU

TOP SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

5210
CHEESE & ONION
SLICE

5210
CHEESE & ONION
SLICE

830987
VEGAN SAUSAGE
ROLL

BOTTOM SHELF

828153
CHEESE & BACON
TURNOVER

828153
CHEESE & BACON
TURNOVER

5208
STEAK SLICE

5208
STEAK SLICE

3334
HASH BROWN

PLANOGRAMS – HOT FOOD TO GO



MEDIUM STORE – AFTERNOON PM

SODU

TOP SHELF

793
BIG 8 SAUSAGE
ROLL

5208
STEAK SLICE

9020
BEEF PASTY

5210
CHEESE & ONION
SLICE

830987
VEGAN SAUSAGE
ROLL

BOTTOM SHELF

3651
STEAK &
KIDNEY PIE

4080
CHICKEN &
MUSHROOM PIE

4098
CHICKEN CURRY
SLICE

832225
CHILLI CHICKEN &
CHEDDAR PANINI

832292
PESTO, MOZARELLA &
SUNDRIED TOMATO
FILLED PANINI

PLANOGRAMS – HOT FOO TO GO

LARGE STORE – MORNING AM



MD60

TOP SHELF

830987
VEGAN SAUSAGE
ROLL

5210
CHEESE & ONION
SLICE

2ND SHELF

5208
STEAK SLICE

828153
BACON & CHEESE
TURNOVER

3RD SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

BOTTOM SHELF

**6831, 736141,
823324
& 6946**
BREAKFAST BAPS
(BACON, EGG &
SAUSAGE MUFFIN)

3334
HASH BROWNS

PLANOGRAMS – HOT FOO TO GO

LARGE STORE – AFTERNOON PM



MD60

TOP SHELF

830987
VEGAN SAUSAGE
ROLL

5210
CHEESE & ONION
SLICE

2ND SHELF

828194
CORNISH PASTY

5208
STEAK SLICE

3RD SHELF

793
BIG 8 SAUSAGE
ROLL
OR
831091
LUXURY LATTICE
RED ONION
CHUTNEY

9030
CHICKEN & HAM
SLICE
OR
4098
CHICKEN CURRY
SLICE

BOTTOM SHELF

3651
STEAK & KINDNEY
PIES
OR
4080
CHICKEN &
MUSHROOM PIE

832225
CHILLI CHICKEN &
CHEDDAR PANINI
OR
901342
BEEF BURGERS

OR
832302
HAM, CHEDDAR
& WHOLEGRAIN
MUSTARD PANINI



PLANOGRAMS – HOT FOO TO GO

LARGE STORE – MORNING AM

LRGBS

TOP SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

5210
CHEESE AND
ONION SLICE

5210
CHEESE AND
ONION SLICE

830987
VEGAN
SAUSAGE ROLL

MIDDLE

5208
STEAK SLICE

5208
STEAK SLICE

**736141, 823324
& 6946**
BREAKFAST BAP (EGG &
SAUSAGE MUFFIN)

**6831, 736141,
& 6946**
BREAKFAST BAP (BACON,
& EGG MUFFIN)

**6831, 823324
& 6946**
BREAKFAST BAPS
(BACON & SAUSAGE
MUFFIN)

BOTTOM SHELF

828153
CHEESE &
BACON
TURNOVER

828153
CHEESE &
BACON
TURNOVER

832302
HAM
CHEDDAR &
WHOLEGRAIN
MUSTARD
PANINI

832302
HAM
CHEDDAR &
WHOLEGRAIN
MUSTARD
PANINI

3334
HASH BROWNS



PLANOGRAMS – HOT FOO TO GO

LARGE STORE – AFTERNOON PM

LRGBS

TOP SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

828194
CORNISH PASTY

5210
CHEESE AND
ONION SLICE

830987
VEGAN
SAUSAGE ROLL

MIDDLE

5208
STEAK SLICE

4080
CHICKEN &
MUSHROOM PIE

4098
CHICKEN
CURRY SLICE

CHICKEN
BURGERS

BEEF
BURGERS

BOTTOM SHELF

3651
STEAK & KIDNEY
PIE

4098
CHICKEN &
MUSHROOM PIE

832225
CHILLI CHICKEN
& CHEDDAR
PANINI

832292
PESTO
MOZZARELLA &
SUNDRIED
TOMATO PANINI

832302
HAM
CHEDDAR &
WHOLEGRAIN
MUSTARD
PANINI



PLANOGRAMS – HOT FOO TO GO

LARGE STORE – MORNING AM

MC75

TOP SHELF

793
BIG 8 SAUSAGE
ROLL

793
BIG 8 SAUSAGE
ROLL

5210
CHEESE &
ONION SLICE

830987
VEGAN
SAUSAGE ROLL

MIDDLE

5208
STEAK SLICE

**736141, 823324
& 6946**
BREAKFAST BAP (EGG &
SAUSAGE MUFFIN)

**6831, 736141,
& 6946**
BREAKFAST BAP (BACON, &
EGG MUFFIN)

**6831, 823324
& 6946**
BREAKFAST BAPS
(BACON & SAUSAGE
MUFFIN)

BOTTOM SHELF

828153
CHEESE &
BACON
TURNOVER

828153
CHEESE &
BACON
TURNOVER

832302
HAM
CHEDDAR&
WHOLEGRAIN
MUSTARD
PANINI

3334
HASH BROWNS



PLANOGRAMS – HOT FOO TO GO

LARGE STORE – AFTERNOON PM

MC75

TOP SHELF

793
BIG 8 SAUSAGE
ROLL

828194
CORNISH PASTY

5210
CHEESE &
ONION SLICE

830987
VEGAN
SAUSAGE ROLL

MIDDLE

5208
STEAK SLICE

4080
CHICKEN &
MUSHROOM
SLICE

4098
CHICKEN
CURRY SLICE

CHICKEN / BEEF
BURGERS

BOTTOM SHELF

3651
STEAK & KIDNEY
PIE

4098
CHICKEN &
MUSHROOM PIE

832302
HAM
CHEDDAR&
WHOLEGRAIN
MUSTARD
PANINI

832292
PESTO
MOZZARELLA&
SUNDRIED
TOMATO PANINI

KEEP YOUR CUSTOMERS COMING BACK FOR MORE

PROMOTIONS

We provide a range of in-store promotions to include Core Products, NPД, Seasonal eg Christmas, Easter and Halloween along with What's 'On Trend' to ensure your customers remain interested and drive participation and assist in increasing footfall, basket spend and profits!

PROMO RSP
£1.09
 28% margin

RETAIL SELLING PRICE

SALES FLYERS / PROMOTIONAL POSTERS

% MARGIN

SHELF EDGE LABELS (SELS)

PAIN DE CAMPAGNE £0.88	SUN-DRIED TOMATO BREAD £0.88
CLASSIC DOUBLE CHOCOLATE MUFFIN £0.88	RING DOUGHNUT £0.88
DUO CROISSANT WITH CHOCOLATE & HAZELNUT FLAVOUR FILLING £0.88	CHOCOLATE TWIST £0.88
CHILI STEAK PASTY £0.88	LUXURY SAUSAGE LATTICE WITH RED ONION CHUTNEY £0.88

Delice de France

MAKE SURE YOU'RE NOT MISSING OUT ON THESE FANTASTIC DEALS

GREAT OFFERS FOR OUR PARTNERS

PROMOTION START 26.08.2020. PROMOTION FINISH 15.09.2020

 <p>3070 SCOTCH MORNING ROLL Weight: 120g (Units: 6) UNIT PRICE: £0.28 CASE PRICE: £11.80</p> <p>PROMO RSP £1.09 28% margin</p>	 <p>1566 POPPY SEED BLOOMER LOAF Weight: 440g (Units: 20) UNIT: £0.22 CASE: £15.74</p> <p>PROMO RSP £1.09 28% margin</p>
 <p>247376 BUBBLES GUM FLAVOUR RING DOUGHNUT Weight: 35g (Units: 30) UNIT: £0.58 CASE: £21.00</p> <p>PROMO RSP 89p 43% margin</p>	 <p>793 THE BIG EIGHT SAUSAGE ROLL - 200MM Weight: 200g (Units: 30) UNIT: £0.52 CASE: £15.50</p> <p>PROMO RSP £1 48% margin</p>

FOR FURTHER INFORMATION OR TO ORDER PLEASE CONTACT YOUR RETAIL CONCEPT SPECIALIST
0844 499 3311 **SHOP.ARYZTAFOODSOLUTIONS.CO.UK**

TERMS AND CONDITIONS APPLY. DELICE DE FRANCE LTD RESERVES THE RIGHT TO ALTER ANYTHING ON DISCRETELY. THESE OFFERS WITHOUT PRIOR WRITTEN WARNING. THESE OFFERS END 15.09.2020

IDEAS FOR MULTI BUYS TO IMPLEMENT IN YOUR STORE

MULTI BUYS

Your in-house promotions can provide value for money for your shoppers and create ongoing interest within your fixture – below are some multibuy offer examples within Bread, Confectionery & Hot Savouries.

SKU	DESCRIPTION	MULTIBUY RSP
BDF016	DEMI BAGUETTE	3 FOR £1.20
LDP2	WHITE PETIT PAIN	3 FOR £1.00
BK02	MALTED WHEAT PETIT PAIN	4 FOR £1.00
BAK008	BUTTER CROISSANT	2 FOR £1.20
BAK003	PAIN AUX CHOCOLAT	2 FOR £1.20
7770	BOSTON CREME DONUT	2 FOR £1.75
7771	GLAZED RING DONUT	2 FOR £1.75
502548	MIDI JAM DONUT	4 FOR £1.50
829626	MINI SUGARED YUM YUM	3 FOR £1.75
80012	SMALL SAUSAGE ROLL	4 FOR £1.00

PACKAGING - INSTORE BAKERY

We have a range of packaging solutions which allow you to offer wrapped products to your customers to keep their purchases fresh and hygienic. To find out which products are best suited for the items you are selling please feel free to contact your Delice de France Retail Concept Specialist.



830293

LARGE BAKERY BAG

Units: 1000

Measurements: 175mm x 280mm x 355mm

Proposed product: Speciality Bread, Loaves



830271

BAGUETTE BAG

Units: 1000

Measurements: 100mm x 50mm x 540mm

Proposed product: Baguette, Parisien



810278

BAKERY LINER

Units: 1000

Measurements: 350mm x 350mm



832024

LARGE BAKERY BAG



833536

BAGUETTE BAG

Units: 300



817293

CLEAR PERFORATED BAG

Units: 1000

Measurements: 220mm x 340mm

Proposed Product: Batched Crusty Rolls, Speciality Bread, Loaves



836240

PERFORATED BAG

Units: 2000

Measurements: 150x710mm



836671

PERFORATED BAG

Units: 2000

Measurements: 350x450mm



836619

PERFORATED BAG

Units: 2000

Measurements: 150x350mm

PACKAGING - FOOD TO GO

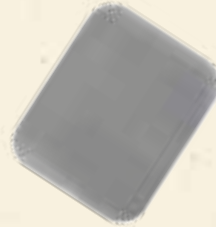


05120_CP2

LARGE CARD
(FOIL ON ONE SIDE)

Units: 1000

Measurements: 265x245x150mm



05160_CY4

SMALL CARD
(FOIL ON ONE SIDE)

Units: 500

Measurements: 255x205x115mm



02117

ACETATE CONTAINER

Units: 250



450305

ACETATE CUP AND LID

Units: 500



450304

ROUND ACETATE CONTAINER

Units: 350



LAB8

£1 PROMO LABEL STICKER

Units: 1000



833105

'HEY I AM NEW TRY ME' LABEL

Units: 1000



821301

GREASE PROOF LINER



837831

INTERMEC DIRECT THERMAL LABEL 4PK



837802

SATO DIRECT THERMAL LABEL 4PK

PACKAGING - FOOD TO GO



2897

SAUSAGE ROLL BOX

Units: 250

Measurements: 203mm x 74mm x 40mm

Proposed product: Big 8 Sausage Roll, Turnovers



2896

SLICE BOX

Units: 250

Measurements: 145mm x 100mm x 50mm

Proposed product: Slices



2898

MEAL DEAL BOX

Units: 250

Measurements: 125mm x 105mm x 66mm

Proposed product: Chicken Fillet, Goujons, Burger, BBQ Cajun Chicken Wings, Wedges



830780

BURGER BAP PACKAGING

Units: 1000

Measurements: 125mm x 125mm x 55mm

Proposed product: Burger Bap, Breakfast Bap



10037155

SMALL PERFORATED BAG

Units: 20 00

Measurements: 250mm x 150mm

Use with Small U Card Plain (10039521) or Long U Card Plain (10039932)



CCPAC1

CUPCAKE BOX AND TAG

Units: 50

Please note - only available via our Hardware department, call 01536 514903



826235

POLYWICKER DISPLAY BASKET

Please note - only available via our Hardware department, call 01536 514903

LABELLING – FOOD TO GO



- ✓ Produce quality coloured pre-printed food labels
- ✓ Quick and easy to add new food lines via email update
- ✓ Simple keypad with easy 1-2-3 operation
- ✓ Built-in Screen
- ✓ USB Connectivity



Dimensions (mm)

H 167 x W 180 x D 215

10099263

INTERMEC FOOD LABELLING
SOLUTION

SEALING – FOOD TO GO



Seals and trims all in one action. Fitted timer for sealing bags of different thicknesses. Suitable for most types of plastic food bag.

- ✓ Seals and trims all in one action
- ✓ Fitted timer for sealing bags of different thicknesses
- ✓ Choice of 30cm and 40cm seal length models
- ✓ 13 amp plug

836098

ELECTRIC BAG SEALING MACHINE
30CM MODEL

Measurements: H260mmx W455mmx D75mm
Weight: 3.5Kgs

RETAIL SAFETY VIDEO

Click here or use the QR code to watch our Retail

SCAN ME ON YOUR
MOBILE PHONE
/ TABLET USING
YOUR CAMERA APP



POINT OF SALE

We can provide you with a range of POS to drive sales in your store.

SHELF EDGE LABELS



For the modular display units, shelf edge labels and white pen packs can be purchased from our hardware department. Please call 01536 485462.

For shelves already existing in store, we have barkers for the best selling lines and speciality breads

A4 POSTERS



Place these posters on your front door or windows to entice shoppers into your store

WOBBLERS



Place these wobblers in other sections of your store such as the chilled area to tempt shoppers to pick up a treat at your exciting bakery area

SWING SIGN

(available to purchase)



STICKERS



SHELF STRIP



CLEANING

What can Delice de France do to help you?

- ✓ Focus on cleaning
- ✓ Provide training & manuals on cleaning
- ✓ Provide a cleaning solution for purchase

Why clean your oven?



PROTECT YOUR CUSTOMERS FROM HARMFUL BACTERIA!

Remember the training?



Regular Daily Cleaning Rota



Weekly Deep Clean

814912

OVEN CLEANING KIT

What's included?

OVEN & GRILL CLEANER
750ml Spray Dispenser

STAINLESS STEEL & GLASS CLEANER
750ml Spray Dispenser

BACTERIAL & SANITISER CLEANER
750ml Spray Dispenser

SAFETY GLOVES EXTRA LONG
EN420

SAFETY GOGGLES ANTI MIST
EN420

SAFETY MASK FACE SHIELDS
EN149

APRONS 107CM LENGTH

VILEDA POWER CLEAN NEON
ABRASIVE SPONGES

Safety Data Sheets

8 Page Booklet with Cleaning Instructions



All products are

BS EN 1276
OR 13497

PERSONAL PROTECTIVE EQUIPMENT

Personal Protective Equipment or PPE is vital to ensuring you or your employees are protected from health and safety risks whilst at work.

836109

ESSENTIAL PPE KIT

1. ANTI BACTERIAL SURFACE WIPES
2. BLUE NITRILE DISPOSABLE GLOVES - POWDER FREE (L)
3. FULL FACE VISOR / SHIELD
4. P1 DUST/MIST RESPIRATOR
5. HAND SANITIZER GEL

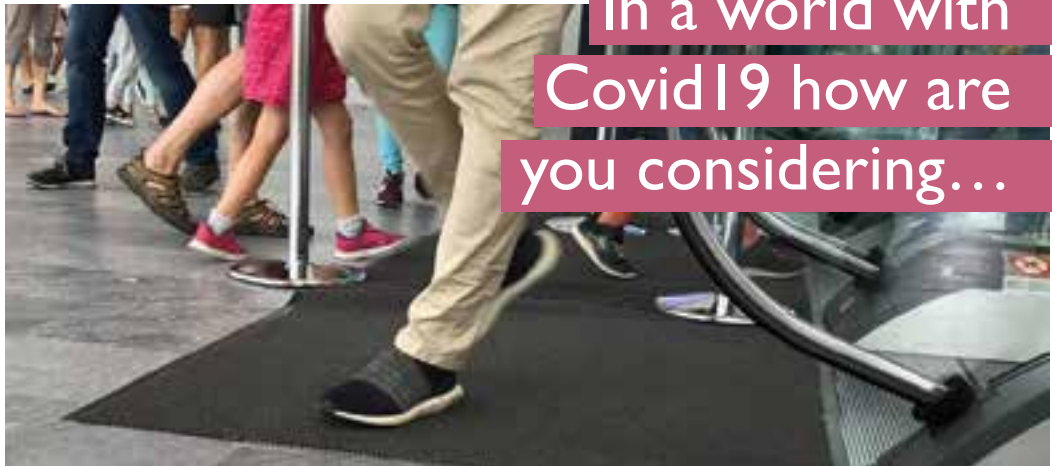


836660

BASIC PPE KIT

1. WHITE SHEET KITCHEN ROLL
2. BLUE NITRILE DISPOSABLE GLOVES - POWDER FREE (L)
3. P1 DUST/MIST RESPIRATOR
4. ANTI BACTERIAL SURFACE WIPES
5. SANITIZER AND BACTERIAL CLEANER
6. HAND SANITIZER GEL





- PROTECTING YOUR EMPLOYEE & CUSTOMER WELLBEING, THROUGH SOCIAL DISTANCING
- HEAD COUNT AND VENUE CAPACITIES WITHIN YOUR RETAIL UNIT
- CREATING A SAFER CUSTOMER EXPERIENCE, WHILST MAXIMISING FOOTFALL
- ONE WAY TRAFFIC FLOW SYSTEM
- MAXIMISING THE PRODUCTIVITY OF YOUR HEADCOUNT COSTS, TO

- BALANCE THE NEEDS OF A COVID19 WORK ENVIRONMENT
- DOOR MANAGEMENT / CLEANING REGIME
- COST IMPROVEMENT BY INCREASING STAFF EFFICIENCIES
- ENSURING THAT YOU ABIDE TO THE NEW GOVERNMENT COVID19 LEGISLATION IN RESPECT OF SOCIAL DISTANCING FOR STAFF AND CUSTOMERS

Benefits of our solutions:

Reduction of health risks – Abiding to social distancing legislation

Abiding to government guidelines – Capacity head count

Reducing costs, but increasing efficiencies

Turning data into business insights to grow your business – understanding data analytics created within YOUR business, relevant to YOUR business



Enabling retailers to operate, using data and traffic management

Simplify flow management with a reassuring and easy-to-install solution for retailers, enabling employee safety and organisational productivity.

Enable a safer customer experience, whilst maximising customer footfall and therefore customer spend.

Linking a real time counting system to an innovative display in order to help retailers regulate people footfall and / or flows to respect limits mandated by government legislation in relation with Covid-19.

A full turnkey solution (delivery, installation and training), with minimal disruption using plug and play technology.

Simple Installation, with customisable end user experience

- ✓ Sensor mat positioning at points of measurement, or required flow management.
- ✓ Customer / Employee flow management, with customisable Stop & Go digital display terminal (visual and audible).
- ✓ Real time data management via app or desktop to monitor flow, usage, head count capacities and emergencies.

For store visit with demonstration:

Email Technis-DDF@Aryzta.com
Information <https://mytechnis.com>

WATCH THE VIDEO

Click here or use the QR code to watch the Video



SCAN ME ON YOUR
MOBILE PHONE / TABLET
USING YOUR CAMERA APP



— WE'RE SERVING —
Seattle's Best
Coffee 

**FOR GREAT
TASTE**

**SMOOTHLY
DOES IT**



**Our attractive revenue share model!
When selling over 30 cups per day
you can earn you over £4600 per year
- plus 2.5% Wastage support.**



**A SELECTION
OF HOT DRINKS
INCLUDING:**

**Espresso
Beverages -
100% Fairtrade**

Hot Chocolate

**Flavours:
Vanilla, Caramel
or Hazelnut**

**All our machines
use fresh milk**

Keep 100% of the profit

Delice de France high-profit, high-margin investment model offers you a full self-serve coffee solution including machinery, product, branding and confectionery to help drive growth in your business.

A full range of hot & flavoured beverages

Together with Delice de France retail and category knowledge and Starbucks' coffee expertise, the Seattle's Best Coffee beverage range has been designed to meet the needs of consumers across the out of home market.

Great taste, high quality

Seattle's Best Coffee is sourced with the same high standards as Starbucks' coffee: We only use the finest Arabica beans (100%), which are Fairtrade certified. Our

coffee is specifically roasted to suit the everyday coffee consumer.

Highly visible branding

Seattle's Best Coffee's branding is executed to drive awareness with consumers and has carefully constructed category messaging.

*Blended
and roasted
to perfection*

GET SET FOR SUMMER!

Looking to add an extra income stream to your business?

The Projuice range of Smoothies, Shakes, Ice Creams and Frozen Yogurts from Delice de France are the solution for your customers.

Make sure your business is able to offer great margin, refreshing smoothies & shakes or indulgent frozen yogurt & ice cream to tap into this growing market. All are portion controlled for ease of preparation and to reduce wastage, it offers the perfect solution for any operator.



828717
CHEEKY
MOO SWIRL
DISPENSER



Photo used is for
illustrative purposes only



SWIRL

CONES NOT SUPPLIED



828773
GREEK YOGHURT
Weight: 160ml | Units: 18 **V**



837154
STRAWBERRY ICE CREAM
Weight: 160ml | Units: 18 **V**



828689
FRENCH VANILLA ICE CREAM
Weight: 160ml | Units: 18 **V**



828831
MIXED BERRY YOGHURT
Weight: 160ml | Units: 18 **V**



828719
MANGO & PASSION FRUIT
YOGHURT
Weight: 160ml | Units: 18 **V**



828812
CHOC CHIP
ICE CREAM
Weight: 160ml | Units: 18 **V**

POS SOLUTIONS

828309
POS CHEEKY MOO SWIRL

833354
POS- SWIRL SLAT MENU BOARD

PACKAGING SOLUTIONS

828841
6OZ TUBS

828861
SPOONS 500 UNITS

projuice
the cafe concept company



814878
BLENDER
JUG



814831
POURER
BOTTLE

814801
PROBLEND
TOUCH
950Q



SMOOTHIES



828634

GREEN REVIVER

Weight: 150g | Units: 30 **VE**



832751

ACAI KICK

Weight: 150g | Units: 30 **VE**



814689

BERRY BURST

Weight: 150g | Units: 30 **VE**



814709

RASPBERRY HEAVEN

Weight: 150g | Units: 30 **VE**



828633

GINGER BEETS

Weight: 150g | Units: 30 **VE**



814744

PINEAPPLE SUNSET

Weight: 150g | Units: 30 **VE**



814722

COCONUT CRUSH

Weight: 150g | Units: 30 **V**



814788

STRAWBERRY DELIGHT

Weight: 150g | Units: 30 **VE**



827861

APPLE & PEAR JUICE

Weight: 1000ml | Units: 12 **VE**



POS SOLUTIONS

814876

FRUIT SMOOTHIE POS

828557

VEGETABLE SMOOTHIE POS

833352

SMOOTHIE SLAT MENU BOARD

PACKAGING SOLUTIONS

814758

SMOOTHIE CUPS 360ML

814759

DOMED LIDS FOR CUPS

831896

PAPER SMOOTHIE/SHAKE STRAWS

projuice
the cafe concept company



814878
BLENDER
JUG



814831
POURER
BOTTLE



814801
PROBLEND
TOUCH
950Q

SHAKES



820403
RASPBERRY PAVLOVA
Weight: 250ml | Units: 12 **V**



820404
COOKIES & CREAM
Weight: 250ml | Units: 12 **V**



831895
CHOCOLATE BEANS
Weight: 250ml | Units: 12 **V**



814789
BANANA BLAST
Weight: 250ml | Units: 12 **V**



814733
STRAWBERRY WHIP
Weight: 250ml | Units: 12 **V**



814734
CLASSIC VANILLA
Weight: 250ml | Units: 12 **V**



831894
LOTUS BISCOFF
Weight: 250ml | Units: 12



814753
ICE CREAM TOFFEE
Weight: 250ml | Units: 12 **V**



814754
ICE CREAM CHOC CHIP
Weight: 250ml | Units: 12 **V**



820405
SALTED CARAMEL
Weight: 250ml | Units: 12 **V**



POS SOLUTIONS

- 814852**
POS - FRAPPE
- 814877**
POS- SHAKE
- 833298**
POS - SHAKE SLAT MENU BOARD

PACKAGING SOLUTIONS

- 814758**
SHAKE CUPS 360ML
- 814759**
DOMED LIDS FOR CUPS
- 831896**
PAPER SMOOTHIE/SHAKE STRAWS



VEGAN
Shakes
projuice
the cafe concept company



PLANT BASED

835776

VEGAN
INTENSE CHOCOLATE

A deluxe Chocolate shake made with chocolate
vegan ice cream and dark chocolate chips.

Weight: 250ml | Units: 18



835777

VEGAN
STRAWBERRY 'N' PEACH

A refreshing strawberry and peach shake made
with vegan ice cream and real fruit.

Weight: 250ml | Units: 18



HOW TO VEGAN SHAKE

1. Choose a frozen flavour tub
2. Empty contents into blender
3. Add 200ml of soya or oat milk
4. Blend for 20 seconds
5. Serve!

SAFETY DATA SHEETS

Please click on the links below or use your smart phone camera to access and download safety data sheets for the following items:

SCAN ME ON YOUR
MOBILE PHONE / TABLET
USING YOUR CAMERA APP



COVID-19 Essential Safety Kit

[CLICK HERE TO ACCESS THE DATA SHEETS](#)



Coffee – 'Franke' Cleaning Guide

[CLICK HERE TO ACCESS THE DATA SHEETS](#)



Coffee – 'Rex Royal' Cleaning Guide

[CLICK HERE TO ACCESS THE DATA SHEETS](#)



Oven Cleaning Guide

[CLICK HERE TO ACCESS THE DATA SHEETS](#)



Oven – 'MerryChef' Cleaning Guide

[CLICK HERE TO ACCESS THE DATA SHEETS](#)



OVEN EQUIPMENT

We offer a full range of oven stands, baking trays and other consumables to ensure you get your baking spot on every time.



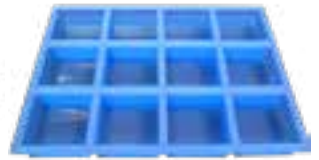
M911
COOLING RACK



OSCB1
BAKING TRAYS



GRID
BAKING GRIDS



94290
SILICON BRONKIE
MOULD



SLIP
SILICONE
BAKING MAT



10031701
GLOVES



E7165
TEMPERATURE PROBE



CSSMARTCOND
OVEN CONDENSER



PP12
NON-STICK BAKING PAPER
60 X 40CM



E3167
ALL PURPOSE TONGS
-CHROME



E1566X
PROBE WIPES

OVENS



CO260
COOKIE OVEN

- ✓ Makes the PERFECT, MELT IN YOUR MOUTH cookie!
- ✓ Comes with 3 stainless steel cookie trays that slide easily into oven!
- ✓ Heats to the perfect temperature, takes out the guessing!
- ✓ Make 36 PERFECT cookies in as little as 16 minutes!

	Capacity	3 Tray 357 x 260mm
	Tray Pitch	60mm Tray Heights
	Frequency	50 / 60 Hz
	Voltage	230V~ 1N
	Electrical Power	2.5 kW
	Dimensions (mm)	W 460 x D 480 x H 280
	Weight	18kg



FG4
OVEN

LineMicro, exterior and interior made of stainless steel, compact but great in its performance. Complete with timer, thermostat 300°C and control-light and foreseen with double glass door (cold-touch).

	Capacity	4 Tray 460 x 330mm
	Tray Pitch	70mm Tray Heights
	Frequency	50 / 60 Hz
	Voltage	230V~ 1N
	Electrical Power	3.0 kW
	Dimensions (mm)	W 600 x D 472 x H 587
	Weight	22kg


OVENS



CON3
OVEN

The advantage of applied technology to the basic essentials for an excellent cooking result. The Classic electronic control panel allows you to choose and monitor time and temperature.

In addition you can save your favourite programs to have them ready to use at the touch of a button.

	Capacity	3 Tray 600 x 400mm
	Tray Pitch	75mm Tray Heights
	Frequency	50 / 60 Hz
	Voltage	230 V~ 1N
	Electrical Power	3.3 kW
	Dimensions (mm)	W 800 x D 770 x H 429
	Weight	40kg



CON4
OVEN

The advantage of applied technology to the basic essentials for an excellent cooking result. The Classic electronic control panel allows you to choose and monitor time and temperature. In addition you can save your favourite programs to have them ready to use at the touch of a button.

	Capacity	4 Tray 600 x 400mm
	Tray Pitch	75mm Tray Heights
	Frequency	50 / 60 Hz
	Voltage	230 V~ 1N / 400V~ 3N
	Electrical Power	6.5 kW
	Dimensions (mm)	W 800 x D 770 x H 509
	Weight	40kg

OVENS



CSSMART LL
4/5 TRAY CONVECTION OVEN

The BX Classic 4/5 Tray Convection Oven has been skilfully designed to incorporate all the essential functions and features needed to produce high quality bake-off products including croissants, Danish pastries, bread rolls, French sticks, bagels, muffins, cup cakes, eclairs and cookies.

- ✓ Manual Mode for continuous baking
- ✓ Requires minimum operator training

☰	Capacity	4 Tray 600 x 400mm
↑↓	Tray Pitch	84mm
(••)	Frequency	50 / 60 Hz
⚠	Voltage	230V~ 1N / 400V~ 3N
⏻	Electrical Power	7.5 kW
📏	Dimensions (mm)	W 1000 x D 890 x H 570
👤	Weight	110kg



10012 / 2141
DOUBLE PANINI GRILL

The MAJESTIC is perfect for the busy cafe environment. Fitted with robust cast iron plates for perfectly even cooking the upper plate is self balanced and the pressure spring is fully adjustable so you can adapt the cooking to the food and to help prevent food being crushed by the weight of the top plate. The grill has robust armoured heating elements for perfect heat distribution and is great for cooking Steaks, Hamburgers, Fish, Panini's, Wraps etc. Features independent controls for each side 15 minute timer 300°C thermostat power on light.

(••)	Frequency	50 / 60 Hz
⚠	Voltage	380V (x2 Mains leads 13amp 3pin plugs)
⏻	Electrical Power	4 kW
📏	Dimensions (mm)	W 600 x D 390 x H 220
👤	Weight	34kg

OVENS



CSSMART LL DOUBLE STACK
8/10 TRAY CONVECTION OVEN

BX Convection Ovens are the preferred choice of many of the world's leading supermarkets, independent bakers, petrol forecourts and convenience stores who all demand quality, reliability and value for money.

- ✓ Simple to use Digital Controller for easy and intuitive use
- ✓ Requires minimum operator training
- ✓ Stainless steel construction for durability and cleanliness
- ✓ Internal oven light and clear glass door to maximise the visibility of the baking product
- ✓ Integrated steam system for superb bake quality
- ✓ Double catch door handles to safely release the hot steam
- ✓ Simple damper facility

Dimensions (mm)

W 1000 x D 890 x H 1750

STANDS



CSMSG L
OVEN STAND

- ✓ 4 tray oven stand
- ✓ Room for 16 cooling trays



Dimensions (mm)

W 1000 x D 930 x H 730

STANDS



Entry Level oven stand with lockable castors and 8 tray runners for cooling.

Use with Entry Level **FG4 Oven**



Dimensions (mm)

W 640 x D 600 x H 960

S38

OVEN STAND



A large 4 tray oven module stand with lockable castors and 8 cooling tray runners



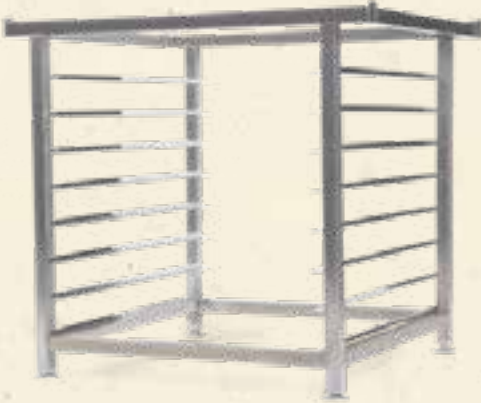
Dimensions (mm)

W 1020 x D 710 x H 1100

S311

4 TRAY OVEN STAND

STANDS



Intermediate one stand with adjustable feet and 8 tray runners.

Use with Entry Level **CON3 & CON4 Ovens**



Dimensions (mm)

W 640 x D 600 x H 960

S39

OVEN STAND WITH 8 RUNNERS



10 tray modular cooling trolley.

✓ 20 tray model also available



Dimensions (mm)

W 480 x D 650 x H 1010



Includes locking castors

M911

COOLING RACK - 10 TRAY

SERVERS & BASES







FGHD

SELF-SERVE HEATED
COUNTERTOP DISPLAY

The panels are made of stainless steel. The glass of the back doors and the side glass is tempered.

The front doors are made of polycarbonate. Two removable trays are placed over heated plates, of which the temperature is switched on and regulated by a thermostat with a zero position.





	Voltage	230V~ 1N
	Electrical Power	0.8 kW
	Dimensions (mm)	W 620 x D 480 x H 610
	Weight	44kg



10091201

COUNTERTOP 625 HEATED
DISPLAY SQUARE

The all new design self serve heated counter top display. This heated display unit is designed to merchandise packaged hot food maintaining safe food temperatures. Each shelf level is illuminated by a fluorescent strip light for optimum product presentation.

	Voltage	230V~ 1N
	Electrical Power	0.85 kW
	Dimensions (mm)	W 625 x D 500 x H 680
	Weight	44kg

SERVERS & BASES



FGCB
ENTRY LEVEL BASE UNIT

Intermediate modular base unit with lockable castors. Can be used to enhouse a 3 tray oven to the rear and heated countertop display on top.

	Dimensions (mm)	W 730 x D 600 x H 940
---	-----------------	-----------------------







MD35
SELF SERVE HEATED
MERCHANDISER

Top Features

- Self-serve heated Multi Deck display unit
- Innovative airflow technology: no hot or cold spots

Standard Characteristics

- Product temperature maintained at 65-70°C
- Clear side glass and angled shelves provide optimal product visibility
- Saves up to 20% on energy by air-curtain technology on each shelf
- Illuminated changeable sign at top
- Price strips on each shelf
- Front bumpers to protect from shopping carts
- 98% recyclable (environmentally friendly)
- Plug-and-play

	Voltage	230 V~ 1N
	Electrical Power	1.9 kW
	Dimensions (mm)	W 360 x D 945 x H 1830
	Weight	175kg

SERVERS & BASES







LRGBSHOTSELSRV
HOT SELF SERVE HEATED
DISLPAY

Top Features

- Inline heated display cabinet, full-serve or self-serve
- Can be combined with refrigerated and ambient counters
- Available in 1000 and 750 mm width

Standard Characteristics

- Combination of hot air and heated shelving; ensures heat consistency
- Lighting on each shelf
- Thermo pane glass-increased insulation
- Sliding doors for optimal operator access
- Ideal for hot rolls, pies, pastries, chicken portions and other meal solutions

	Voltage	230V~ 1N
	Electrical Power	2.8 kW
	Dimensions (mm)	W 1000 x D 760 x H 1510
	Weight	164kg

 Serve Over or Chilled options also available







10019662
MC75 HOT CUBE SELF SERVE
HEATED DISPLAY

Top Features

- ✓ Inline heated display cabinet, full-serve or self-serve
- ✓ Available in 1000 and 750 mm width

Standard Characteristics

- ✓ Product temperature maintained at 65°C
- ✓ Combination of hot air and heated shelving; ensures heat consistency
- ✓ Lighting on each shelf
- ✓ Ideal for hot rolls, pies, pastries, chicken portions and other meal solutions

	Voltage	230V~ 1N
	Electrical Power	2.6 kW
	Dimensions (mm)	W 750 x D 770 x H 1516
	Weight	164kg

 Serve Over or Chilled options also available

SERVERS & BASES



10018176







HD3 HOT SERVE OVER
HEATED FLOOR DISPLAY

Top Features

- Design merchandiser for perfect product presentation
- Unlimited combinations possible
- Long holding time guaranteed

Standard Characteristics

- Reflector-enhanced halogen lighting for attractive promotion
- Hot and cold, full-serve and self-serve can be combined in one design
- Full-serve: 4-step humidified operation with built-in low water alarm
- Full-serve: independently controlled upper radiant heat per section
- Full-serve: front glass lifts easily and closes gently on gas springs





	Voltage	400 / 230V~ 1N
	Electrical Power	4.6 kW
	Dimensions (mm)	W 1086 x D 1058 x H 960 H 1419 as pictured
	Wider Options (mm)	W 1419 & W 1752
	Weight	157kg
	Available in chilled serve over or self serve versions.	



SODU

COUNTERTOP SERVE OVER
HEATED DISPLAY





The Euro-Grill heated cabinets have been designed to present products in the best possible way and to keep hot products as warm as possible. The use is very simple. With one simple button you can adjust the required temperature in the cabinet. The cabinet has been fitted with glass panels all around to display the products in the best possible way.

	Voltage	230V~ 1N
	Electrical Power	2.9 kW
	Dimensions (mm)	W 1070 x D 770 x H 460
	Weight	60kg

SERVERS & BASES



Intermediate modular base unit with lockable castors. Can be used to enhouse a 3 tray oven to the rear and heated countertop display on top.

	Voltage	230V~ 1N
	Electrical Power	2.9 kW
	Dimensions (mm)	W 1210 x D 930 x H 930
	Weight	60kg





SOBU

INTERMEDIATE BASE UNIT



The all new design self serve heated counter top display. Economical with a large capacity. The panels are made of stainless steel. The glass of the back doors and the side glass is tempered.

The front doors are made of polycarbonate. Two removable trays are placed over heated plates, of which the temperature is switched on and regulated by a thermostat with a zero position. The lighting is switched on with the switch.

	Voltage	230V~ 1N
	Electrical Power	0.85 kW
	Dimensions (mm)	W 1000 x D 500 x H 680
	Weight	60 kg

10091200

COUNTERTOP 1000 HEATED
DISPLAY SQUARE

SERVERS & BASES



MD60
SELF SERVE HEATED
MERCHANDISER

EQUIPMENT & COFFEE
MAINTENANCE:

01536 480961

EQUIPMENT CUSTOMER
SERVICE LINE:

01536 514903

01536 485462





Phone lines are open daily
Monday to Friday,
8.30am – 5pm.

Top Features

- ✓ Self-serve heated Multi Deck display unit
- ✓ Innovative Airflow technology: no hot or cold spots
- ✓ Boosts impulse sales

Standard Characteristics

- ✓ 60 cm wide - 4 level display
- ✓ Product temperature maintained at 65-70°C
- ✓ Ideal for chicken, wraps, snacks, soups etc.
- ✓ Upright design saves space
- ✓ Offers merchandising opportunities throughout the store
- ✓ Total display capacity of 1.35 m²
- ✓ Footprint of 0.586 m²

	Voltage	230V~ 1N
	Electrical Power	2.9 kW
	Dimensions (mm)	W 620 x D 1030 x H 1910
	Weight	222 kg

DOUGHNUTS

MERCHANDISE UNITS






Range: Cookies, Donuts

Stock Holding: Cookies 8, Donuts 12

Refresh Treats: Twice Daily

Treat Turnover / Day (units): 20

 Dimensions (mm)	W 340 x D 360 x H 600
 Voltage	230V~ 1N
 Weight	5kg

830186

SMALL & MIGHTY COUNTER
TOP STAND






Range: Donuts, cookies, multi – buy donuts, wrapped muffins

Stock Holding: 48 pieces; 24 Unwrapped Donuts and Cookies;
8 donut multi-buy packs (6 donuts per pack)

Refresh Treats: Twice Daily

Treat Turnover / Day (units): 50-75

 Dimensions (mm)	W 500 x D 600 x H 1650
 Voltage	230V~ 1N
 Weight	60kg

10039209

MR SLIM DISPLAY

DOUGHNUTS




MERCHANDISE UNITS



10103989

TASTY TOPPER COUNTER TOP

- ✓ Available in open or closed formats
- ✓ Space saving and impactfull countertop unit

 Dimensions (mm)	W 400 x D 530 x H 800
 Voltage	230V~ 1N
 Weight	20kg



10039211

TOASTY TOWER FLOOR
DISPLAY

Range: Donuts, cookies, multi-buy donuts, wrapped muffins

Stock Holding: 88 pieces; 40 Unwrapped Donuts and Cookies;
4 donut multi-buy packs (6 donuts per pack)

Refresh Treats: Daily

Treat Turnover / Day (units): 100-150

 Dimensions (mm)	W 750 x D 650 x H 1800
 Voltage	230V~ 1N
 Weight	90kg

SEATTLE'S BEST COFFEE

MERCHANDISE UNITS






10110272

SEATTLE'S BEST HIGH BACK
COFFEE DISPLAY UNIT

Features and Standard Characteristics

- ✓ The complete coffee and bakery offer a choice of Delice de France pastries and cookies, muffins and doughnuts
- ✓ The counter made from hardwaring black textured board with gloss laminate, Polrey wood grain doors and great looking Duropal work top
- ✓ The counter back is Seattle's Best branded and the counter pelmet is lit by Longlife Eveready GU10 Halogen Lamps
- ✓ Water filters, Waste bins neatly hidden behind under counter doors with plenty of additional storage space
- ✓ Alternate configurations and customizations are available as well as canopy units

	Dimensions (mm)	W 1500 x D 812 x H 2180
	Voltage	230V~ 1N
	Weight	130kg






10110211

SEATTLE'S BEST HIGH BACK
COFFEE DISPLAY

Features and Standard Characteristics

- ✓ The complete coffee and bakery offer a choice of Delice de France pastries and cookies, muffins and doughnuts
- ✓ The counter made from hardwaring black textured board with gloss laminate, Polrey wood grain doors and great looking Duropal work top
- ✓ The counter back is Seattle's Best branded and the counter pelmet is lit by Longlife Eveready GU10 Halogen Lamps
- ✓ Water filters, Waste bins neatly hidden behind under counter doors with plenty of additional storage space
- ✓ Alternate configurations and customizations are available as well as canopy units

	Dimensions (mm)	W 1855 x D 812 x H 2132
	Voltage	230V~ 1N
	Weight	180kg

SEATTLE'S BEST COFFEE

MERCHANDISE UNITS



EQUIPMENT & COFFEE
MAINTENANCE:

01536 480961

EQUIPMENT CUSTOMER
SERVICE LINE:

01536 514903

01536 485462

Phone lines are open daily
Monday to Friday,
8.30am – 5pm.

It is our aim to callout and
fix your oven within 24
hours from receipt of your
service call.




Our current 24hrs callout
and fix SLA (Service Level
Agreement) is 95%

10159680

SEATTLE'S BEST SECOND
GENERATION 800MM
COUNTER

Features and Standard Characteristics

- ✓ The complete coffee and bakery offer a choice of Delice de France pastries and cookies, muffins and doughnuts
- ✓ The counter made from hardwearing black textured board with gloss laminate, Polrey wood grain doors and great looking Duropal work top
- ✓ The counter back is Seattle's Best branded and the counter pelmet is lit by Longlife Eveready GU10 Halogen Lamps
- ✓ Water filters, Waste bins neatly hidden behind under counter doors with plenty of additional storage space
- ✓ Alternate configurations and customizations are available as well as canopy units

	Dimensions (mm)	W 800 x D 970 x H 2000
	Voltage	230V~ 1N
	Weight	131kg

MERCHANDISE UNITS



- ✓ Space saving countertop display
- ✓ Easy to keep clean with no maintenance

📏	Dimensions (mm)	W 420 x D 330 x H 680
⚖️	Weight	5kg

835546

WICKER WIRE 2 COUNTER TOP DISPLAY



- ✓ Space saving countertop display
- ✓ Easy to keep clean with no maintenance

📏	Dimensions (mm)	W 420 x D 330 x H 920
⚖️	Weight	6kg



835447

WICKER WIRE 3 COUNTER TOP DISPLAY

MERCHANDISE UNITS



Space saving floor stand. Adjustable feet. Can add wire baskets to both sides for baguettes and when your sales grow you simply bolt it to another unit. No lights so you save on power and maintenance free.



	Dimensions (mm)	W 400 x D 450 x H 1850
	Weight	25kg

10088414

WICKER WIRE 4 BREAD
STAND DISPLAY



Ideal for stores with limited floor space. Can add wire baskets to both sides for baguettes. No maintenance and cheap to run with no power required.

	Dimensions (mm)	W 640 x D 470 x H 1550
	Weight	35kg

10033035

WICKER WIRE 6 BREAD
STAND DISPLAY



MERCHANDISE UNITS



Ideal for the medium sized store with flexibility built in when your sales grow to simply bolt another stand to either side. Add baguette or french stick wire baskets to either side. No power required and no maintenance.

10088415

WICKER WIRE 8 BREAD
STAND DISPLAY

	Dimensions (mm)	W 800 x D 450 x H 1850
	Weight	45kg

MERCHANDISE UNITS



EQUIPMENT CUSTOMER
SERVICE LINE:

01536 514903


01536 485462

Phone lines are open daily
Monday to Friday,
8.30am – 5pm.

It is our aim to callout and
fix your oven within 24
hours from receipt of your
service call.

Our current 24hrs callout
and fix SLA (Service Level
Agreement) is 95%

Suitable for neighbourhood convenience stores with a good mix of
confectionery & bread sales.

	Dimensions (mm)	W 1000 x D 680 x H 1790
	Large Size Available	W 1000 x D 680 x H 2040
	Corner Unit (mm)	W 550 x D 550 x H 1800
	Main Unit Weight	70 kg

 Corner unit available as an addition





10034629

BC 1M SHORT TYPE | STAND

MERCHANDISE UNITS



Space saving floor stand. Adjustable feet. Can add wire baskets to both sides for baguettes and when your sales grow you simply bolt it to another unit. No lights so you save on power and maintenance free.

	Dimensions (mm)	W 1010 x D 360 x H 1240
	Corner Unit (mm)	W 550 x D 550 x H 920
	Main Unit Weight	60 kg
	Corner unit available as an addition	

10039273

FRENCH IMPULSE

BAKERY



MERCHANDISE UNITS



I0082369

LE DEMI FLOOR STAND

Tall and thin fitted with castors. Adjustable shelving. LED lighting to reduce electricity bills and maintenance. Ideal for the small to medium store.



	Dimensions (mm)	W 600 x D 515 x H 1809
	Weight	45 kg



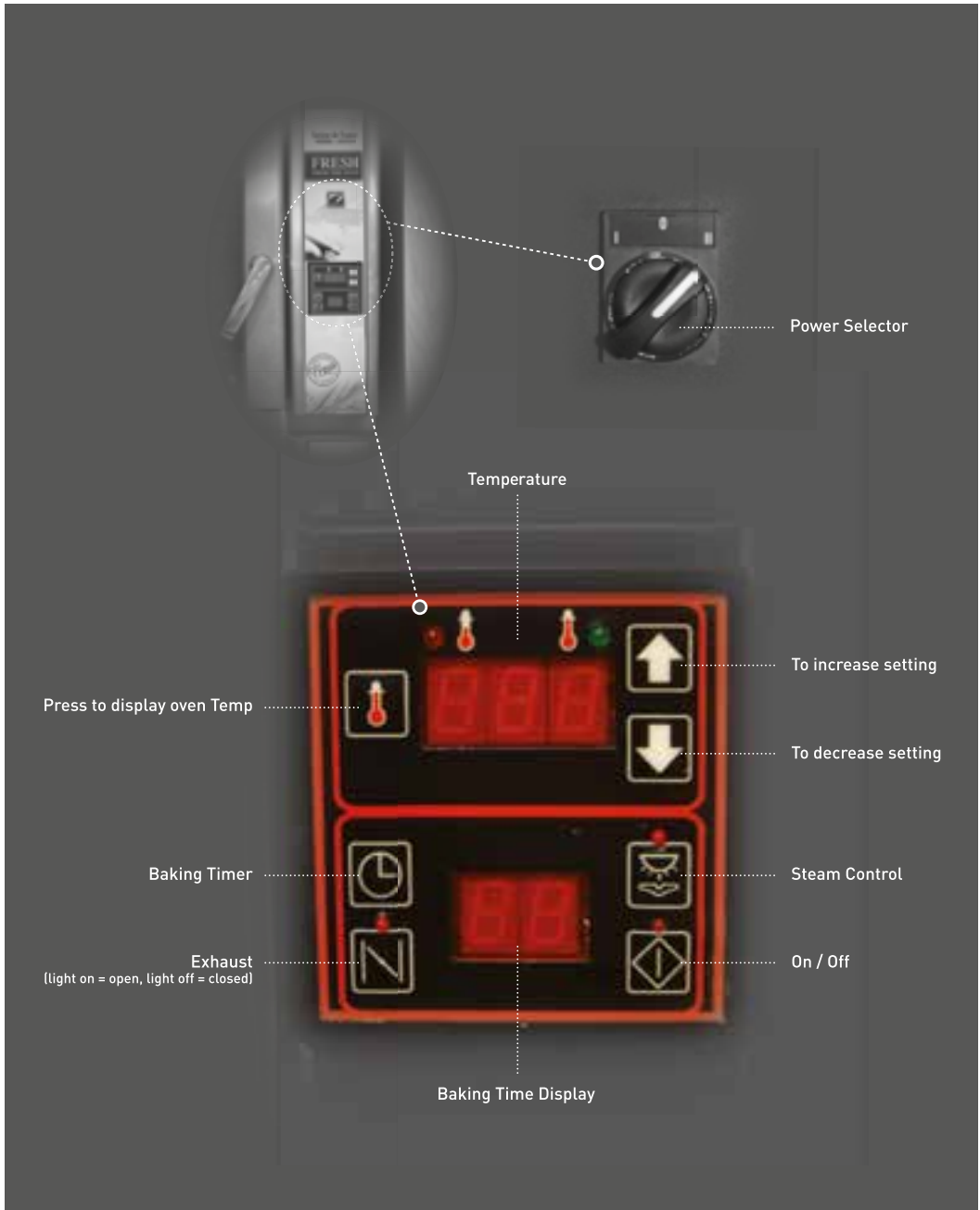
I0082368

LE PETIT COUNTER TOP

A unique design counter top unit comes with adjustable price holders and price pack.

	Dimensions (mm)	W 310 x D 610 x H 818
	Weight	20 kg

OVEN USAGE



OVEN USAGE

DAILY START UP:

1. Switch oven on using the on / off button
2. Ensure the power switch is turned to power II
3. Set the preheat temperature as required
 - (i) French Bread 230°C
 - (ii) Danish Pastry 170°C
 - (iii) Puff Pastry 259°C
4. Set the timer on the oven to the recommended time
5. Reduce temperature down to recommended oven settings and temperatures
 - (i) French Bread 200°C
 - (ii) Danish Pastry 170°C
 - (iii) Puff Pastry 190°C
6. Place the product in the oven – always use the relevant mats, trays and gloves
7. Press timer start button
8. Press steam button and open/close exhaust as per Baking instructions provided

OVEN CLEANING

Maintaining the cleanliness of the oven is essential as this ensures the correct operating procedures are in place and avoids the risk of potential food safety hazard.

- Your oven is visible from your shop floor and can be seen by your customer.
- Your oven should be given a light clean every day.
- Remove any debris left inside and clean the glass.
- Once per week your oven should be given a deep clean.
- Use an industrial oven cleaner.
- Do not get any detergent behind the shelves as this will effect the quality of the food.
- Open the glass on the inside of the door. Clean in between the glass and the main door. (The glass is on a hinge, the two large screws on the left of the door can be twisted to open.)



DAILY CLEANING

Allow the oven to cool

Isolate the oven from the power supply

Use detergent diluted to correct concentration. With a cloth wash the glass door. Rinse and wipe dry.

Wipe down external surfaces

Ensure all silicone coated solid trays, baking grids & slip mats are thoroughly cleaned

WEEKLY CLEANING

Allow the oven to cool

Isolate the oven from the power supply

Use detergent diluted to correct concentration. With a cloth wash the glass door. Rinse and wipe dry.

Pay particular attention to the back panel of the oven

Thoroughly clean the glass and door of the oven, wipe all surfaces dry

Ensure any detergent used is fully removed and wash down all external surfaces

FORTNIGHTLY/MONTHLY CLEANING

Allow the oven to cool

Isolate the oven from the power supply

Use detergent diluted to correct concentration. Use oven cleaning agent. Allow it to dissolve onto any baked on grease or food residue

Remove shelving wires and clean separately where applicable

Ensure that the cleaning agent is fully rinsed and removed from the oven chamber before the oven is used again

Ensure any detergent used is fully removed and wash down all external surfaces

CARE OF SLIP MATS

1



WASH WITH A SOAPY CLEANING LIQUID.
Rinse thoroughly with very hot water to remove any residue.

2



DRY WITH A TOWEL OR PAPER TOWEL.

3



ONCE DRY, LAY FLAT TO STORE.

4



DO NOT FOLD SLIP MAT

This causes cracking and exposes the fibres inside the mat.

TRAY UP

INCORRECT



CORRECT



Parisien



Rationale: Delice de France French bread should be trayed up allowing space between each product as depicted. This ensures an even golden bake.



Petit Pain



Rationale: Delice de France French bread should be trayed up allowing space between each product as depicted. This ensures an even golden bake.



Demi Baguette



Rationale: Delice de France French bread should be trayed up allowing space between each product as depicted. This ensures an even golden bake.



Danish Selection



Rationale: The danish pastry needs to expand in the oven and therefore products should be separated.

INCORRECT



CORRECT



Maple Pecan Plait



Rationale: This pastry contains fillings which need to be cooked thoroughly. Ensure products are separated to avoid them sticking together during baking.



Jam Donut



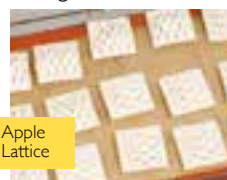
Rationale: To ensure the doughnut is warmed throughout, product needs to be spaced out on tray.



Apple Turnover



Rationale: Turnovers are made with puff pastry which expands in the oven. Ensure products are separated to avoid them sticking together during baking.



Apple Lattice



Rationale: The apple lattice can be grouped together side by side without risk of sticking to each other. Also, when the apple filling heats up its expands into the other lattices and will not be wasted on the tray.

GOOD BAKE V BAD BAKE

INCORRECT



CORRECT



French Bread



Rationale: An even golden bake ensures the dough is cooked in the middle while achieving a crisp crust.



Maple Pecan Plait



Rationale: A dark golden bake is the sign of a well finished pastry. This also helps avoid a greasy base.



Apple Lattice



Rationale: A dark golden bake is the sign of a well finished pastry. This also helps avoid a greasy base.

INCORRECT



CORRECT



Cornish Pastie



Rationale: Contents of the Pastie needs to remain intact within the pastry to ensure this food is ready for consumption on-the-go. Over cooking will cause the pastry to split.



Ham & Cheese Crown



Rationale: The jambon needs to be puffed up creating four peaks. The ham content should be light pink with a golden brown finish on the cheese.

NOTE: If products are correctly baked, maximum shelflife will be achieved.

FOOD SAFETY

Bacteria are the most common threat to good food hygiene

Bacteria conditions for growth:

1. Suitable temperature - warmth
2. Food - any high risk food
3. Moisture - damp, or wet conditions
4. Time - under suitable conditions bacteria can double in numbers every 20 minutes

How do we prevent their growth?

Remove any of the conditions for growth, listed above, to reduce the risk.

Bacteria temperatures

Bacterial growth is slowed down at or above temperatures of 63°C

Bacterial growth is slowed down at or below temperatures of 5°C

Bacteria will be sufficiently reduced if hot food is cooked to a core temperature of 75°C

Danger Zone

5°C  63°C

RETAIL SAFETY VIDEO

Click here or use the QR code to watch our Retail video



Good personnel hygiene must be carried out by all food handlers

Hands

- Keep nails clean and short
- No nail varnish
- Jewellery and watches should not be worn
- Wash hands frequently
- Wear gloves when handling food

Hands must be washed

- After using the toilet
- Before you start work
- After touching your hair
- After touching your face
- After smoking
- After a break period
- After handling raw meat/vegetables
- After cleaning
- Protective clothing must be worn at all times.

SCAN ME ON YOUR
MOBILE PHONE / TABLET
USING YOUR CAMERA APP



PREVENTION OF CONTAMINATION

To prevent contamination during food preparation:

1. Minimise the time that food is left in the danger zone
2. Do not use the same utensils for cooked and raw food
3. Do not use the same utensils for hot and chilled food

To prevent contamination during cooking:

1. Food should be cooked to a core temperature of 75°C.

To prevent contamination during holding and service:

1. When keeping food cold it must be kept below 5°C.
2. When keeping food hot it must be kept above 63°C core temperature, otherwise bacteria can start to grow.
3. The hot serving unit should be checked regularly as cracks and damages may result in a fall in temperature.
4. Temperature probes should be used to monitor hot and cold food temperatures. A record of all temperature readings should be maintained.
5. To prevent cross-contamination, probes should be cleaned using an antibacterial probe wipe between each product check.
6. Freezer temperature must be maintained at -18°C.
7. Do not re-freeze any product after it has been defrosted.

Chopping boards should be colour coded to prevent cross contamination

RED	RAW MEAT
YELLOW	COOKED MEAT
WHITE	BREAD
GREEN	SALADS
BROWN	VEGETABLES
BLUE	FISH



HOW TO FINISH PRODUCTS

Pastry Products

Food historians have traced the art of pastry making back to the ancient Mediterranean; however it is the French and Italian Renaissance chefs that are credited with perfecting puff pastry as well as creating new pastries such as brioche and choux pastry.

The art of glazing visually enhances the appearance of products. The simple application of an apricot glaze will encourage consumers to try the product.

A dusting of icing sugar easily transforms the visual appearance of confectionery and finishes the product.

Glazed Confectionery

- Maple Pecan Plait
- Royal Danish Selection

Icing Sugar

- Apple Turnover

White Icing

- Royal Danish

Caster Sugar

Doughnuts can be rolled in caster sugar to create the ultimate confectionery treat.

Confectionery Paper Trays / Cases

Cuisine de France has included paper trays in the box for a number of top selling products to complete your confectionery offer:

- Maple Pecan Plait
- Cherry Almond Croquante
- Chocolate Hazelnut Croquante



HOW TO FINISH PRODUCTS

Various Finishing Techniques



Icing sugar

Icing sugar may be added by using a fine sieve and lightly tapping it over the pastry.



Caster sugar

Doughnuts are always rolled in caster sugar. Granulated sugar is not recommended as the granules are too big and do not stick well to doughnuts.



White Icing

White icing comes in the box with some products. This is applied by cutting a small hole at the tip of the bag and drizzling 7-9 zig-zag lines across the pastry. Allow the pastry to cool first.



Glazing

Glaze can be made up and used to brush over products to add a sheen, and brighten up your pastry.

See our step by step guide to making your glaze below.

Apricot Glaze for pastry application



Place the required amount of apricot jam into a bowl.



Pour boiling water into the bowl (enough to dilute the jam) 1 to 1 dilution.



Stir the solution until water and jam are completely mixed and has a syrupy consistency. Use a brush to apply to the top of your pastry.

REJUVENATION OF PRODUCTS

Bread – 6 Suggestions



1

French Bread to Bread Crumbs

- Chop up left over French bread
- Place into a blender until finely chopped into bread crumbs
- Place in a bag and tie a secure knot
- Sell at Ambient bread shelf as a "Take home" item



2

Batch Crusty Rolls to Croutons

- Cut left over bread such as batched crusty rolls into cubes
- Drizzle with oil and dried herbs
- Bake until crisp and allow to cool
- Place in a bag and sell as "Take Home" item from Ambient bread shelf



3

Demi Baguette to Pizza Slices

- Slice left over Demi Baguettes
- Spread on the tomato sauce
- Top with peppers
- Sprinkle with grated cheese
- Place in the oven until cheese has melted
- Serve in the hot counter as a delicious snack



4

Parisien to Bruschetta

- Slice left over Parisien into 3
- Cut each 3 sections into two
- Dice tomatoes, garlic and basil and place in a bowl
- Pour in olive oil, season with salt & mix
- Spread mix on the bread, place in oven and bake
- Serve in the hot counter as a tasty snack



5

Croissant to Ham & Cheese Croissant

- Slice left over Croissants (best baked the previous day)
- Fill with cheddar cheese and ham cubes/slices
- Place in oven until cheese is melted
- Serve in hot counter as an all day snack



6

Parisien to Garlic Slices

- Mix butter, garlic & parsley in a bowl
- Slice white batched crusty roll in two
- Spread butter on to both sides and wrap in tin foil
- Bake in the oven until butter melts and bread is crisp
- Serve in the hot counter

REJUVENATION OF PRODUCTS

Confectionery – 6 Suggestions



Apple Turnover to Fresh Cream Treats

- Slice left over Apple Turnover horizontally
- Fill with freshly whipped cream
- Close together and dust with icing sugar
- Place in the Chilled Counter to sell



Fruit Scone to Premium Fruit Scone

- Slice scone in half
- Spread on the freshly whipped cream
- Place the sliced strawberries onto the cream
- Put top back on scone and serve from the Chilled Counter



Classic Muffins to Butterfly Buns

- Slice the top off the muffin and cut the top in two
- Spread freshly whipped cream onto the muffin
- Replace the halved top on either side at an angle
- Sell from the Chilled Counter as a butterfly bun



Classic Muffin to Premium Cupcake

- Mix icing sugar and hot water in a bowl
- Squeeze in some lemon juice (optional)
- Spread icing over the top of muffin
- Sprinkle topping of your choice over icing while still wet
- Allow to dry and serve from the Chilled Counter



Giant Ring Donut to Jammy Dodger

- Cut ring donut in half
- Fill all around middle with whipped cream
- Top with raspberry jam
- Close together
- Place in chilled counter to sell



Did you know...

- Whipped cream and icing add moisture to products at the end of their shelflife and can be used to create independent treats.
- Must be consumed on day of production.

CUSTOMER SERVICE

Steps to ensure a Satisfied Customer

1. Provide customers with a memorable experience in-store ensuring they revisit on multiple occasions.
2. Demonstrate your passion for quality.
3. Ensure you are operating a clean working environment.
4. Offer a consistent and well executed product range.
5. Create a positive shopping experience and assist purchase making decisions with:
 - Accessible Bakery and Deli in-store locations
 - Clear communication
6. Create a unique point of difference - stand out from the crowd & delight the customer.
7. Seek feedback and take action for continuous improvement.
8. Suggest recipe ideas and products to compliment the range to aid purchase making decisions.
9. Reward customers for their loyalty with special offers, promotions, and added value products and services.

OUR CUSTOMER SERVICE TO YOU:

We pride ourselves on delivering excellence in customer service. If however you do encounter a problem along the way, no matter how small, we are happy to assist you.



CUSTOMER SERVICE:

0844 499 3311

EQUIPMENT & COFFEE MAINTENANCE:

01536 480961

EQUIPMENT CUSTOMER SERVICE LINE:

01536 514903

01536 485462

Phone lines are open daily
Monday to Friday,
8.30am – 5pm.

It is our aim to callout and fix your oven within
24 hours from receipt of your service call.

Our current 24hrs callout and fix SLA (Service
Level Agreement) is 95%

THE ACADEMY

Passion for food excellence is at the heart of everything we do at Delice de France.

Testament to this is our Academy, which represents a centre of excellence where the real magic happens; Co-managed between our Executive Head Chef & Team, Product Team, Director of Insights & Strategy and our CEO, Thierry Cacaly we blend all of our knowledge, passion and expertise to create, inspire and challenge ourselves driving innovation into this amazing food service industry.

The Delice de France Academy enables us to offer you product development, bench marking, training, food focused sessions; range planning, health & safety training, team building events and so much more

Academy Events:

- Bakery training
- Innovation forums
- Product range presentations
- Recipe creation & development
- Food safety training
- Oven usage
- Team building

Product Preparation:

- Tray up procedures
- Product handling and bake off
- Product finishing & decorating
- Display & merchandising
- Product rejuvenation / waste optimisation

We are delighted to offer all of the above services and more to our customers, please contact us to make use of this incredible facility.

NOTES

NOTES

