



| FRESH BREAD

Straight from the oven and ready to go –
with Wanzl Shopping Solutions



| NUTRITIOUS AND GOOD!

It's always about the bread:
At Wanzl, it's all about you!



■ **Nutritious and delicious**, with a variety of taste options and combinations, bread is still the basic food of choice today. In the food retail sector alone, more than one million tonnes of bread products are sold every year in Germany, generating revenues totalling around 2.2 billion euros (2019).

But retailers that offer bread and baked goods also know that the market for these has long since become saturated. Sales and profit increases now only go hand in

hand with concepts that combine taste and product range diversity with an extraordinary presentation at the POS. The use of pre-bake stations with a high level of freshness is just as much in demand as the traditional self-service shelf with a range of packaged sliced or pre-baked breads with a longer shelf life.

At Wanzl, we provide solutions that meet all your customers' requirements!

| CRISPY PRESENTATION

Solutions from Wanzl showcase the diversity of the bread and baked goods you have to offer.

■ **The sale of bread and baked goods** was recently a strong sales factor in food retail. However, in the face of strong competition, this dynamic can only be maintained if the diverse needs of your customers can be fully taken into account. At the same time, customers also want to experience as much of the “bakery atmosphere” at food retailers as possible.





← **STANDALONE VARIANT:**

A quick overview counts

↓ **STRONG "GRAB EFFECT"**

thanks to pre-packaged goods



← **IRRESISTIBLE DESIGN:**

Quick access to fresh goods

← ← **MAGNETIC EFFECT AT THE POS:**

A well-stocked baked goods station

// Your benefits – at a glance //

- Comprehensive complete solutions with own shopfitting
- Highly adaptable to POS sales situations
- Decades of expertise
- Overview of the whole store environment



Benefit from the knowledge and decades of experience we have gained in the field of store presentation and market research! Whether non-sliced or sliced bread, pre-baked or freshly baked goods from the pre-bake station:

We bridge the gap between standard offers and trend-setting products and make your baked goods section a highly frequented centre of your store.

OVEN-FRESH AND IRRESISTIBLE

Wanzl Shopping Solutions: whet the customer's appetite as soon as they enter.

■ **Be it small or large consumer stores,** specific or comprehensive ranges: the sale of bread and baked goods is at the heart of every POS. Setting the right accents in the furnishings here can assure a reliable customer base with high grab effects in the entire product range. Wanzl offers solutions that meet this high-level value and the related requirements: trend-setting and consumer-friendly, spatially and economically

efficient and above all – highly attractive for your customers!

We will assist you with our wide variety of presentation units and furnishing modules tailored to specific needs, and with our knowledge of the selection of decorative, light and acoustic elements: from the strategic and content-related design to the complete 3D planning and delivery of the individual elements and the fully installed shopfitting!



↑ **NATURAL DÉCORS**
– down to the last detail.

→ **COMPREHENSIVE RANGE**
in tight spaces: Wanzl creates quick access options





← CRISPY COMPOSITIONS
to whet the appetite

*|| Wide variety of presentation units and
furnishing modules tailored to specific needs ||*



↑ WITHIN EASY REACH:
Grab yourself a pretzel

wanzl

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Dimensions in mm, specifications approximate, colours similar to RAL, design subject to changes.
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