

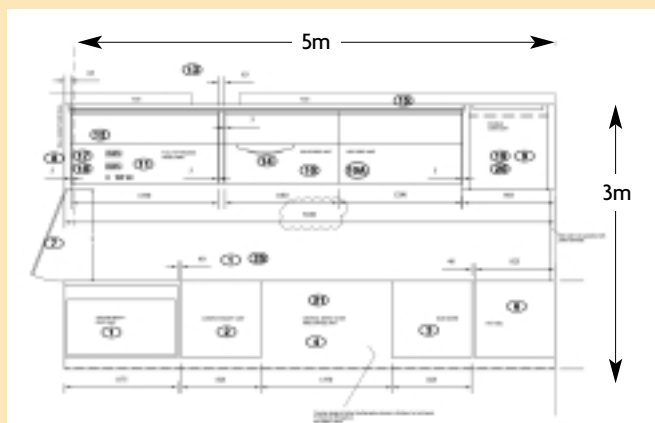
Add a shop to your shop... and watch your profits grow!



First, Country Choice gave you an unprecedented range of quality bakery products. Then we gave you the first branded in-store concept for the retail

foodservice sector - Bake & Bite®. Now we've broken new ground again with "Shop Within A Shop", the UK's **first totally integrated food-to-go concession for convenience stores and forecourts.**

How integrated? Well, you supply the space, and we will supply everything else, from the floors to the walls, from the ovens to the display equipment – even the shopfitting.



Give us a minimum space of **3m x 5m**, and in return we will build you a complete, fully branded in-store foodservice solution containing everything you need to run a successful food-to-go operation under licence. This includes marketing support and on-going training from the best food technicians in the business.



From freshly baked savoury pastries like sausage rolls and steak bakes, to freshly prepared baguettes, salads and sandwiches; from hot meals such as sausage and mash and breakfast baps, to doughnuts, Danish pastries and bean to cup coffee – everything is prepared under the watchful eye of the consumers, so they can be sure that what they are getting is really fresh.

What do we ask from you in return? An investment of between £25k and £35k which, with **profit margins of between 45% and 60%**, means a quick, realistic payback period of as little as 12 months. The only other thing we ask is that you commit to buying Country Choice products and ingredients. Otherwise, all we need from you is the space and the will to succeed!



Add a shop to your shop conveniently and seamlessly, and enjoy all the benefits of the vibrant Bake & Bite® brand in one hassle-free package.

If you would like to find out more, and let's face it who wouldn't, then **call** us on Freephone **0800 521366** and take the first step to a more profitable business.

What you've said about us...



"Shop Within A Shop" is proving to be hugely popular with local consumers who have welcomed the introduction of a high quality, professional-looking bakery and freshly prepared food-to-go outlet. You only have to look at our sales figures

for proof of this. Turnover is currently up 60%-70% on what we were achieving before the installation of the "Shop Within A Shop" concept.

Dilip Patel, Owner, Londis Albany Street