

DEVELOPING A NEW AND EXCITING BREAKFAST RANGE: FERGUSON PLARRE

Introduction: Melbourne's family-owned Ferguson Plarre Bakehouses, with over 90 stores, sought to expand their offerings with an Egg and Bacon Roll and a refreshed breakfast range. Our team developed the new products, conducted a customer survey, and optimized the supply chain for successful integration.

Challenges: The main hurdles were introducing a product outside their conventional range, gathering customer feedback, and modifying the supply chain without affecting current operations.

Proposed Solution: We crafted a delectable Egg and Bacon Roll recipe suitable for all 90 shops, designed a customer survey to gauge product acceptance, and recommended supply chain improvements for smooth launching and consistent availability.

Implementation: The plan unfolded in stages: developing the recipe, launching a customer survey with over 40 loyal patrons, and focusing on sourcing, handling, and delivery within the supply chain. Regular communication ensured a seamless rollout.

Results: The Egg and Bacon Roll and new breakfast range were warmly received. This success emphasised the significance of product development, customer insights, strategic planning, and supply chain management in enhancing a bakery's offerings.



Brand Website:

fergusonplarre.com.au/blog/ferguson-plarre-breakfast-menu