

Discover The New Direction

BAKERY · DELI





Location: Destination

People want to be wowed wherever they go. As a partner to hundreds of restaurants offering on-trend foods and flavors, Nestlé Professional is equipped to help you become a dining destination.

With culinary expertise and support plus extensive market knowledge and insights, our dedicated chef team is your guide to rivaling restaurants in every way.

Explore a partnership customized to solving your unique challenges.

The Goals That Guide You



ELEVATE PERCEPTIONS

Create premium perception with:

- Solutions from our chef team committed to deli and bakery
- Proven foodservice products and irresistible brands consumers love
- Marketing expertise including insights-based strategy and product solutions



MENU ON-TREND FOODS

40% of consumers want a deli that offers a wide variety of traditional and ethnic flavors on the menu.

Source: Datassentials, 2014

Pull consumers to your location with:

- Extensive foodservice industry expertise from a trusted partner to top restaurants
- Nutritious foods made without artificial flavors and colors
- Cleaner labels including natural ingredients and gluten free options
- Trend-based menu concepts and recipe ideas perfect for LTO and seasonal opportunities

ELEVATE PERCEPTIONS

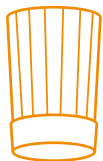
Just 11% of consumers today rate deli food quality as excellent. Together, we can change that and create a destination.

Source: Datassential, 2014

MAXIMIZE PROFITS

Most consumers who purchase snacks away from home do so on impulse, signaling that on-premise marketing strategies and sensory cues are important to encourage snack purchases.

Source: Technomic Snacking Occasion Consumer Trend Report 2014



RIVAL RESTAURANTS

Deliver a restaurant experience with:

- Restaurant-quality foods that serve a wide range of consumer tastes and daypart opportunities
- Foods created with high-quality standards and an emphasis on food safety throughout the manufacturing process
- Customized support to assess your competitive landscape and gain share from restaurants

64% would consider a supermarket deli as a dining destination.

Source: Datassential, 2014



MAXIMIZE PROFITS

Maximize profits margins with:

- Simple, distinctive recipe concepts for food recovery that increase sales and check averages while reducing shrinkage for cost savings
- Ready-to-implement menu solutions and chef assessments that create operational and labor efficiencies
- Professional merchandising and POS that help drive impulse purchase



Sides & Entrees

Stouffer's®, Minor's®

Transform your menu with scratch-quality products, flavor solutions and signature culinary ideas based on insights, menu trends and long-standing expertise.

More than 60% of consumers are interested in hot meals to go from the supermarket deli.

Source: Datassential Grocery Perimeter Concept Test

Move forward with:

- Simple, high-flavor menu ideas featuring ready-to-use sauces and flavor concentrates
- Products with distinctive flavors that elevate existing items, food-recovery offerings and chicken programs
- Entrees and sides featuring the very best ingredients with reliable hot-hold performance ideal for hot food bars
- New ready-to-eat capabilities from macaroni & cheese to contemporary sides, dips and sauces
- Pouch components that allow you to assemble and offer complete, chilled to-go meals

Branded Dessert Ingredients

Butterfinger®, Crunch®, TollHouse®, Libby's Pumpkin®, Carnation®

Elevate bakery items by adding variety, excitement and premium appeal with some of America's favorite candy and dessert brands.

Move forward with:

- Irresistible branded ingredients that increase traffic and profit margins
- Toppings and inclusions that add flavor and variety, including options without artificial flavors and colors
- Easy additions that command premium price points



98% of consumers know Nestlé Crunch and Butterfinger brands.

Source: Datassential for Nestlé Professional 2009



Beverage Brands

Nescafé® Alegria, Coffee-mate®, Nestea®

Enhance the perception of your offerings and encourage extended shopping time with the branded beverages consumers trust and are willing to pay more for.



Move forward with:

- Flexible, efficient self-serve beverage stations that are easy to operate and maintain
- Elevating shopper experience and satisfaction
- Products that reflect the quality consumers desire and expect



Source: Datassential BUZZ™, 2014



Flavor Solution & Commissary

Minor's, Chef-mate®, Nestlé Branded Dessert Ingredients

Serve standout, signature flavor across your core offerings with trusted, chef-created products that push the menu and support operational efficiency.

32% of deli customers would likely purchase foods from the deli if they offered healthier food options.

Source: Datassential Deli Category Overview, 2014

Move forward with:

- Products, including bases and flavor concentrates, that feature cleaner labels, gluten free options and products made with natural ingredients
- Packaging capabilities that fit your operational needs
- Specialty stabilizing products like culinary cream and dry roux that maintain food integrity
- A variety of branded ingredient solutions for baked goods





Snacks & To-Go

Hot Pockets® Sandwiches, Hot Pockets® Panadas, Minor's, DiGiorno® Pizza

Offer proven satisfaction with trusted brands and a wide range of flavors that help you capitalize on the snacking and to-go trends.

The demand for high-quality portable offerings continues to grow.



60% of consumers visit prepared food sections at grocery stores.*

Move forward with:

- A variety of flavorful on-trend and ethnic sauces ideal for dipping, tossing and spreads
- Small-portion meals and quick, on-the-go snacks
- Panadas with bold flavors in traditional, breakfast and ethnic-inspired options
- Hot Pockets Sandwiches that can be featured offered in hot case or cold case
- DiGiorno Pizzas personal-sized or bake-n-serve in convenient branded carryout boxes

*Source: Technomic, Inc., The Snacking Consumer Trending Report, 2014





What sets us apart is designed to set you apart too.
With culinary support and market insights supported
by proven brands, products and expertise, let's
transform your location into a destination.

Work with our chef team to solve your
challenges and meet your goals.
Contact your sales representative today.

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