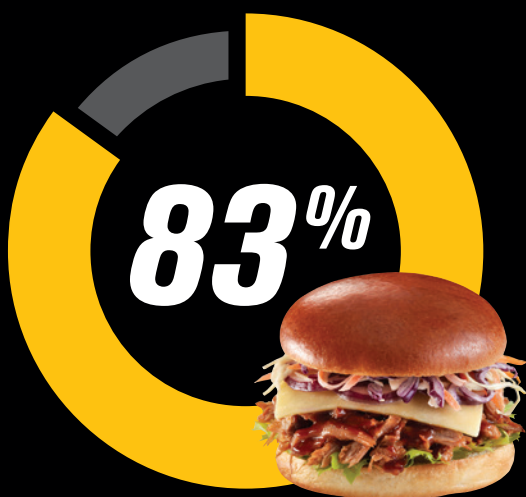


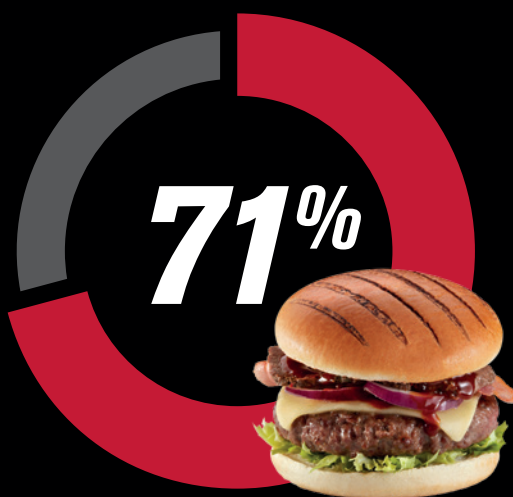
WHEN 69% OF YOUR BURGER IS BUN,* SERVE THE BEST: SERVE AMERICANA

CONSUMERS ARE WILLING TO PAY UP TO **£1.25 MORE** FOR THEIR BURGER TO COME IN A GOURMET BUN[†]

“WE ARE ALWAYS PREPARED TO PAY A COST PREMIUM FOR A BETTER QUALITY PRODUCT^{**}”
GROUP EXECUTIVE CHEF, NATIONAL PUB CHAIN



OF PUBS & RESTAURATEURS AGREE A HIGH QUALITY BUN IS A KEY CHARACTERISTIC OF A GOURMET BURGER^{††}



OF PUBS & RESTAURANTS SERVE GOURMET BURGERS IN GOURMET BUNS^{††}



OF PUBS & RESTAURATEURS WOULD RECOMMEND OTHER OUTLETS PREMUMISE THEIR BURGER BUN^{††}

3 OUT OF 5 BURGER CONSUMERS EXPECT THEIR BURGER TO COME IN A GOURMET BUN WHEN ORDERING IN A PUB OR RESTAURANT[†]



“THE BUN IS THE FIRST THING YOU SEE”

“OFFERING PREMIUM PRODUCTS IS PARAMOUNT FOR REPEAT CUSTOMERS”

“I’D QUESTION ANYONE WHO WOULDN’T WANT A HIGH QUALITY BURGER BUN”

“WE DON’T HAVE GOURMET BURGER BUNS FOR FUN, WE LISTEN TO WHAT OUR GUESTS WANT”

“A LOWER QUALITY BUN GOES SOGGY & FALLS APART, I FIND THAT QUITE INFURIATING”

FOR INSIGHTS TO MAXIMISE YOUR BURGER SALES:
WWW.AMERICANA.CO.UK

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Americana
★ ★ ★ MADE THE AMERICAN WAY