

INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



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SCHOOL OF HOSPITALITY
& TOURISM MANAGEMENT

OUR DAILY BREAD

The unfaltering
popularity of the high
street bakery

A recent [Industry Digest](#) on the topic of [Reinventing the UK High Street](#) got me thinking about how the famous cobbled Guildford High Street is changing, with hospitality operators taking over historic, prime retail spots. Coffee shop and bakery brands such as [Gail's](#) and [Ole & Steen](#) are to the fore and have [opened outlets](#) in recent months.

In this week's Industry Digest, [Mark Ashton](#) considers the vast range of bakery operators on the high street, the rise of the multi-site bakery firms, and the high levels of innovation that are evident in this sub-sector.

Have a great weekend!



SELLING LIKE HOT CAKES - THE RISE OF MULTI-SITE BAKERY FIRMS

Mark Ashton

Recent research by NatWest suggests consumers feel the perfect local high street has a bakery amongst other shops, restaurants and pubs. Mintel's latest Lunch Out-of-home report concurs with sandwich/bakery shops continuing to be a favourite daytime destination, as 50% of lunchtime consumers have ordered a takeaway from them as of March last year. This popularity can perhaps be explained by the ubiquity of sandwich/bakery shops across the quality spectrum that has made bread, sandwiches and baked goods more accessible than ever.

Indeed, this range of bakery outlets is wide ranging from the likes of Greggs and Pret a Manger through to Gail's, Ole & Steen and Le Pain Quotidien and also the emergence of an upscale bakery market including Paris Baguette, who are set to open an outpost in the UK; the recently reopened St John's; the Brod + Wolf concept from the Woolfox collective; and High-end greengrocer Natoora teaming up with a James Beard finalist to open a London bakery, Alma.

Of note here is the rise of multi-site bakery brands, many with ambitious future growth plans: Greggs plans to open a further 150 stores this year; Pret aims for further domestic and international exposure, Gail's has recently opened their first store in the North West; and Le Pain Quotidien plans to expand through franchising.

Complementing these ambitious expansion plans is multi-faceted innovation in this sub-sector perhaps reflecting the popularity and vibrancy of the product offer.

I have covered Hospitality X Retail mash-ups before and here we see Greggs extending their partnership with Primark beyond a clothing range to open a (more obvious) café concept in a London store and the recent announcement by Waitrose that they will stock Gail's products in 64 of their stores.

Store format innovation is a previously identified trend in this Digest and it can also be seen in this sub-sector with Gail's trying drive-through and Ole & Steen's offering a grab-and-go service.

No contemporary innovation commentary could miss tech driven advances and Gail's are one example of a brand who are on point here too.

It seems us Brits have an insatiable appetite for our daily bread and whether you support your local baker or one of these multi-site firms their offers continue sell like hot cakes!

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