

The Krumb: The Road to Recovery

Kara

FOODSERVICE BAKERS



8.3



29.3



12.4



17.5



21.6

A Step-by-step Guide

How Kara products can help
you on the road to recovery

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Kara's Reopening Roadmap

Step 1 - Part 1

8TH MARCH

Hospitality ☕

Stay at home requirement still remains, but people can leave home for recreation outdoors with their household, support bubble or one person outside their bubble.

Education 📖

- All students and children will return to face to face education in schools & colleges.
- University: Students undertaking practical courses can return to face to face learning.

Care Homes 🏠

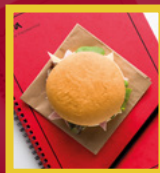
Care home residents will be allowed 1 extra visitor provided they are tested and wear PPE.

WHAT YOU CAN DO...

☕ Offer takeaway picnic coffee for people to enjoy on park walks.



Fibre-rich Bread



📖 For schoolchildren offer Kara's education High Fibre Bun. It's great for hot and cold fillings and contributes towards a child's daily fibre allowance.

For university students offer food on the go and takeaway sandwich options.

🏠 Order extra PPE and testing kits for visitors to ensure safety. Offer small afternoon tea kits featuring Kara Scones.



School Easter Holidays

Step 1 - Part 2

29TH MARCH

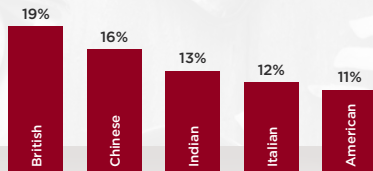
Hospitality 🍷

Outdoor gatherings including private gardens, of either 6 people or 2 households will be allowed, providing more flexibility for families and friends to see each other.

Outdoor and Leisure 🎾

Golf, tennis, football pitches and basketball courts will be allowed to reopen and people can take part in formally organised outdoor sports.

Top 5 most popular cuisines for delivery (May-Oct)



WHAT YOU CAN DO...

🍷 Start to offer further takeaway options. Afternoon tea packs are a great idea for all the family. With the weather getting warmer, operators may wish to offer BBQ packs, supplying meats, Kara burger buns and hot dog rolls for customers to prepare themselves at home.

Gourmet Butter Brioche

🎾 Sports clubs can offer street food and sandwiches options to go from a mobile/food truck.

Vegan Brioche Style Buns

Over one in ten of all main dishes are burgers

12th April

Step 2

Hospitality ☹️

Hospitality can serve people outdoors ONLY. There will be no need for customers to order a substantial meal with alcohol, and no curfew - although customers must order, eat and drink while seated.

Leisure 🚫

Gyms, swimming will also reopen - but only for use by people on their own or with their household.

Retail 🛒

Non-essential retail, personal care premises, such as hairdressers and nail salons, and public buildings, such as libraries and community centres, will reopen.

Outdoor Attractions ☀️

Most outdoor attractions and settings, including zoos, and theme parks, will also reopen although wider social contact rules will apply in these settings to prevent indoor mixing between different households. Drive-in cinemas and drive-in performances will also be permitted.

Hotel 🏠

Self-contained accommodation, such as holiday lets, where indoor facilities are not shared with other households, can also reopen.

**WHAT
YOU CAN
DO...**

Digital - Utilising digital technology such as apps to publish menus and as a payment method option (try to limit touchpoints where possible). Also think about adopting online booking systems to avoid queues.

WHAT YOU CAN DO...

Invest in outdoor

Think about how you can maximise your outdoor space and how to protect your customers from adverse weather conditions.

Outdoor spaces are set to grow in importance with 45% of operators investing most in their outdoor seating in 2021.

OUTDOOR OPTIONS

- Igloos
- Socially Distanced Pods
- Gazebos



Individually Wrapped Muffins



Customers looking to travel for work will be looking for food on the move - Kara individually wrapped muffins or NEW mini doughnuts are a great at the till purchase in service stations or coffee shops.

Mini Sugared Doughnuts



17th May

Did you know...

The restaurant market could see over 26m visits in the first six weeks of opening

Step 3

Hospitality ☼

- Hospitality venues can now start serving people indoors (rule of 6 or 2 households apply).
- Outdoors, most social contact rules will be lifted, although gatherings of over 30 will remain illegal.
- Up to 30 people will be allowed to attend weddings.

Outdoor Attractions ☼

Outdoor performances and sporting events, both indoor and outdoor can start to let people back with limited numbers.

Leisure & Entertainment 🎮

Entertainment venues such as cinemas and soft play areas, indoor adult group sports and exercise classes will also reopen.

Hotels 🏠

B&Bs and other accommodation can also reopen.

WHAT YOU CAN DO...

☼ Promotions



Vendors need to maximise customer spending and ensure they get returning. Think about offering promotions and gift vouchers.

Kara's new brioche style hot dog rolls are the ideal solution to welcome customers back into sporting and music arenas.



Did you know...

Staycations booked in July and August 2021 have increased by 126% in the last 2 years. Have your breakfast menus ready and choose Kara Bloomers.

21st June

Step 4

ALL LEGAL LIMITS ON SOCIAL CONTACT WILL COME TO AN END!

Hospitality

- Night clubs will be able to reopen.
- Restrictions applying to outdoor events in stage 3 will now be lifted.

The one we have all be waiting for!
Prepare your summer menus with
a selection of Kara's latest NPД.

1 in 5 dishes

on menus are now adaptable,
with burgers ranking as the
top customisable menu offering

Gourmet Buns



Vegan Brioche Style Buns



Vegan Brioche Style Hot Dog Rolls



Gourmet Butter Brioche



Bloomer Breads

