



Kara

FOODSERVICE BAKERS

Market Review

Overview

- Introduction
- Who are we?
- Insights
- Product Focus
- Any questions



Who are we?

Kara
FOODSERVICE BAKERS

- We are 36 years old!
- Established in 1985, we are now part of the **Finsbury Food Group**
- Foodservice Baker, Kara site is dedicated to the 100% Foodservice industry
- Our customers are wholesales nationwide in the UK, NI & IOM as well as export customers to Europe. Caterers from all sectors including Education, Care, Hospitality & Tourism & Leisure.
- KFC, Ask, Zizzi, Pizza Express, Loungers, Turtle Bay to name a few...
- Our portfolio range includes Savoury, Sweet and the Genius brand products
- Vegan, Veggie & Gluten Free options
- Products are baked and frozen on our bakery sites before going to storage – makes a difference to the quality!
- We have an interactive website available with recipe, menu ideas and innovation as well as product specifications and dietary information
- Have access to marketing support for insights and intelligence that we can share with you



Kara Foodservice Map





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Marketing Insights & Update

Kara Website – The Krumb



New Product Pages

The Krumb

Beyond The Dough

The Crunch- Blog Posts

F02404
MK4.5 Sliced Brioche Bun

A pre sliced burger bun made with an egg and butter enriched sweetened dough and glazed with egg. The perfect burger menu partner.

Suitable For: **V**

Contains: **W** Wheat **M** Milk **E** Egg

BARCODE: 05051788124049 CASE SIZE: 6X8
TOTAL CASE: 48 UNIT WEIGHT: 73G

Find A Stockist

Add to Product Catalogue

Download Product Sheet

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**The Krumb:
Menu &
Social Trends**

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Beyond the Dough

Simple Recipes
...to use
homemade bread
in the kitchen

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The Crunch

karafs.co.uk #karafs



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Insights

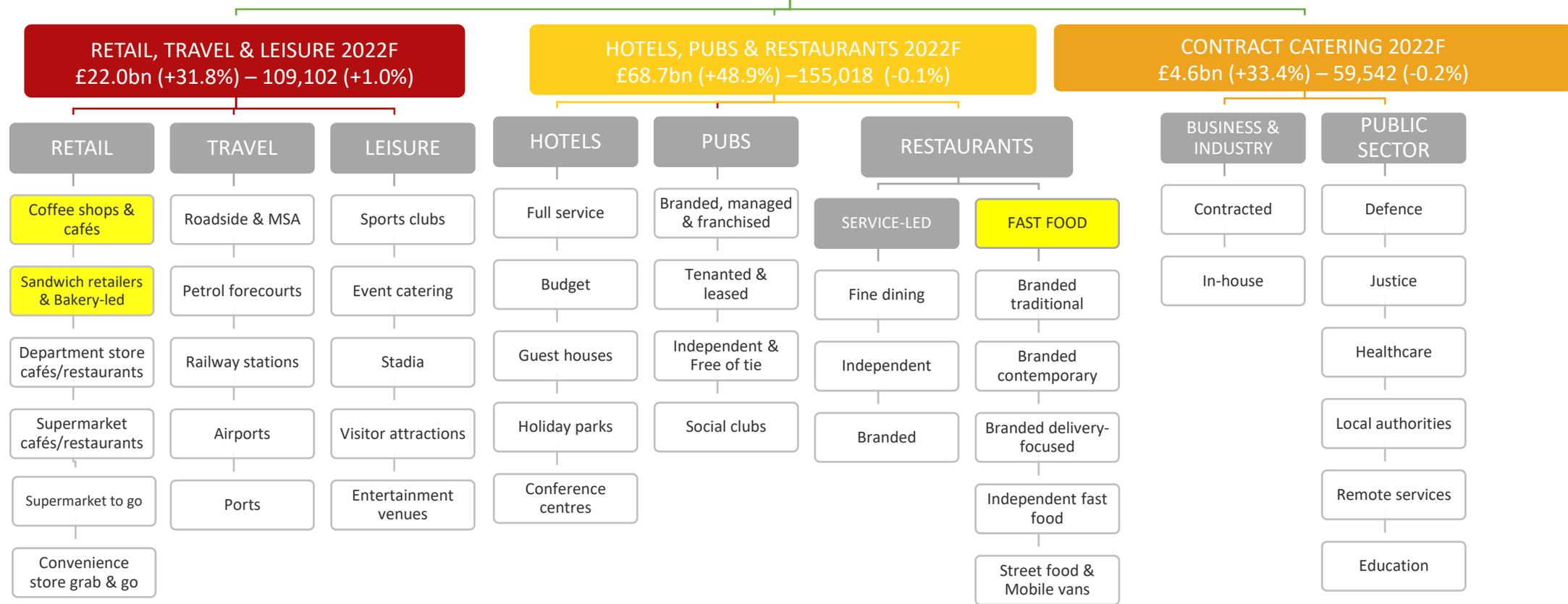
karafs.co.uk

[f](#) [t](#) [@](#) [in](#) [karafsbakery](https://www.karafsbakery.com)

UK Eating Out Market Landscape, 2022F

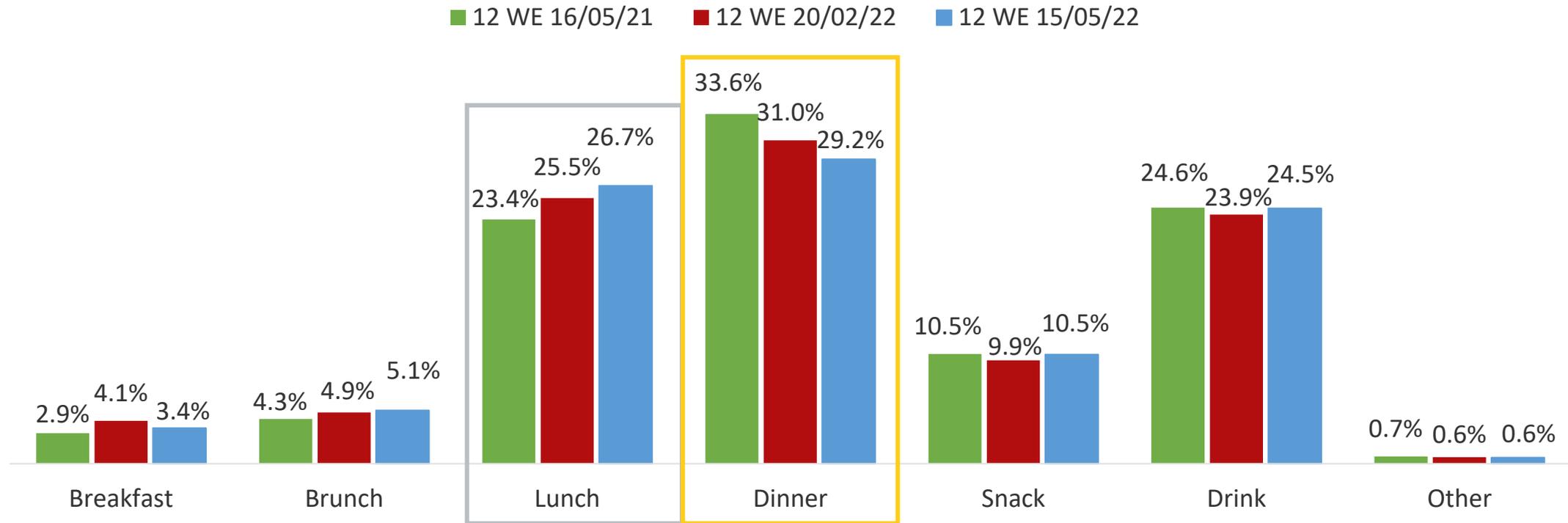


OUT OF HOME MARKET 2022F: Value: £95.2bn (+43.8%) – Outlets: 323,662 (+0.3%)



- **The UK eating out market is set to see turnover of £95.2 billion in 2022, +4.2% ahead of 2019 levels**
- Sectors driving recovery will be coffee shops, sandwich retailers and fast food (QSR)

Share of eating/drinking out occasions, by day-part



- Lunch occasions have seen the biggest increase in day-part share in 12WE 15/05/22, compared to the same period last year (+3.3ppts).
- This growth has been at the expense of dinner occasions which have declined by -4.4ppts, as consumers opted for daytime occasions including lunch, snack and drink-only occasions.
- **This is driven by more workers being back in offices and seeking quick, affordable and on the go solutions.**



Coffee Shops





Cafes & Bakeries

Given the cost of living crisis, cafes and bakeries look set for huge growth, as nipping out for that coffee and cake with a friend tends to be relatively affordable.

UK cafés are forecast to grow by +14.4% by the end of 2022 and exceed pre-pandemic levels. (Luminar Intelligence, 2022).

Extended plant-based choice is a must and newness through hybrids and French Patisserie trends. Salted caramel éclair, anyone?

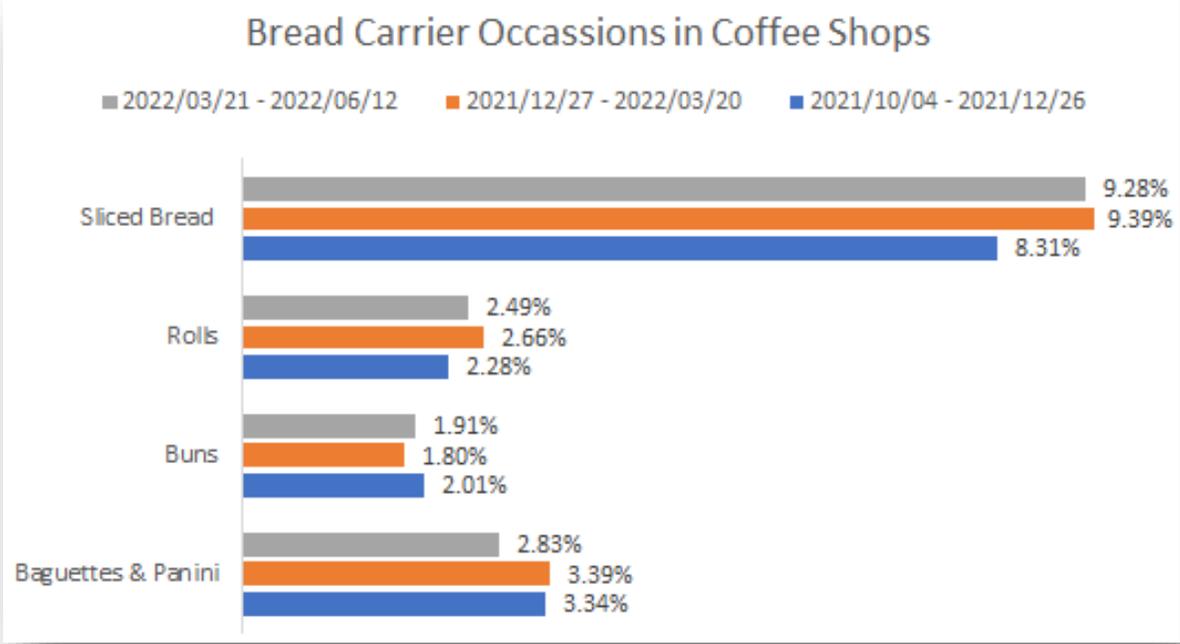
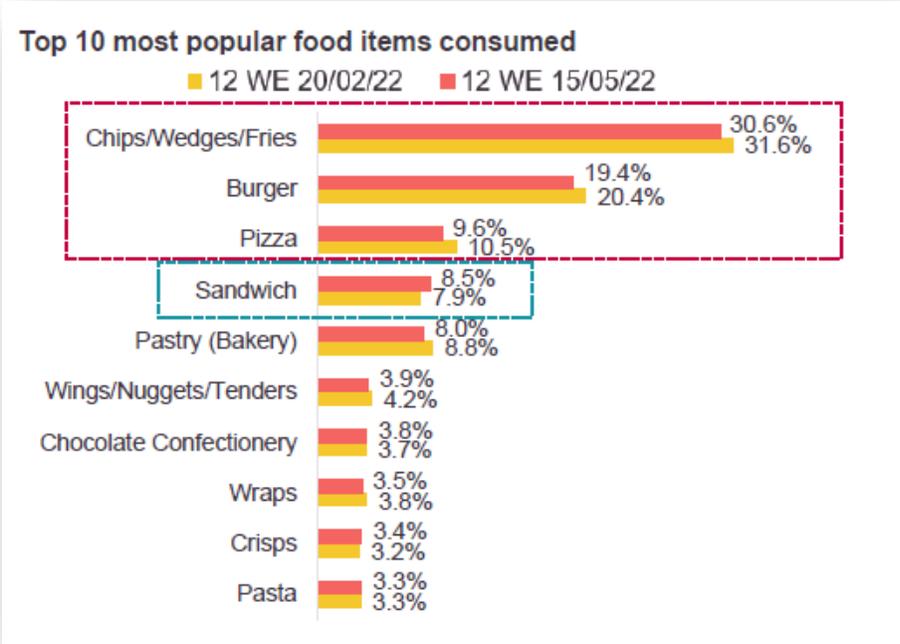


Source: The Food People, August 2022

karafs.co.uk

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Coffee Shops- menus



Sandwiches have increased share of occasions by +0.6ppts in 12WE 15/05/22, highlighting that the market is being fuelled by consumers out and about seeking quick, low-ticket and convenient-led missions, and meal solutions.

Sandwiches appeal to consumers on the move or are great from promotional offers so they get that perceived value for money

Sliced breads are the number one carrier in coffee shop. Many vendors are now looking to bloomer breads and thicker cut breads to make for better loaded sandwiches..



Pubs & Restaurants

Pubs & Restaurants

Just as there were signs of recovery following pandemic lockdowns, consumer spending is beginning to slow in this channel given the cost of living crisis.

Pubs are many things to a community and continue to adapt their business model. Selling retail products and collaborations with local vineyards and brewers are also popular.

They are also opening for events, offering WFH (work from home) areas, and tend to only serve locally sourced food.



The Classics

Encouraging customers from the QSR channel into pubs, can only help your trade

Classic pub dishes, prepared in the best way possible with named meat, local ingredients and sustainably caught fish are a menu must. Think about burgers, scampi, lasagne, tacos, fried chicken and steak and more.

25-44s are spending +3% more, eating out more frequently, operators should focus their efforts on the 25-44s group and tailor their marketing messages and campaigns according to this age group's needs and expectations.

- promotions- world cup
- Digital activity
- App ordering



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Kara Product Range

Gourmet Buns

Fcodes	Name	Case Size	Un/Sliced	Weight
F00852	Kara Gourmet Brioche Bun	9 x 6	Un sliced	88g
F01822	Kara MK5 Gourmet Sliced Brioche Bun	8x6	Sliced	73g
F01823	Kara Gourmet MK4 Sliced Brioche Bun	12x4	Sliced	68g
F02257	Kara Gourmet Sourdough Bun	6 x 9	Sliced	88g

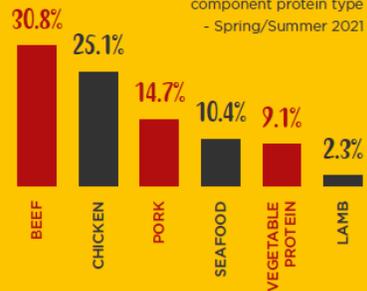


Use Kara Brioche for sweet treats on menus like our Queen of Puds



Best Selling Butter Brioche (F00852)
Contain 10% Milk, 7% Butter

Proportion of mains by component protein type - Spring/Summer 2021



Suitable sectors:



QSR



Hospitality

Brioche Style Buns



Fcode	Size	Case Size	Weight	Un/Sliced
F02222	MK4	4 x 12	70g	Sliced
F02224	MK4.5	6 x 8	86g	Sliced



Suitable sectors:



QSR



Hospitality



Brioche Style Buns are the ideal solution for menu rationalisation. Now our best selling sku, this bun offers the buttery taste and texture of a brioche without the dairy.

Everyday Buns



Burger and chips is the No.1 dish served in pubs

Fcode	Name	Case Size	Weight
F00269	MK5 Seeded Bun	6 x 8	86g
F00264	MK4 Plain Burger Bun	4 x 12	50g

21%

... of consumers agree that meal discounts encourage them to visit pubs - this is a key way to offer incremental value and repeat visits.

Suitable sectors:



QSR



It is estimated
the UK pizza
market is worth
£5 billion.

Doughballs

Fcode	Name	Case Size
F00300	Kara Doughballs 180g	1 x 60
F00301	Kara Doughballs 270g	1 x 40
F00302	Kara Doughballs 340g	1 x 30
F00303	Kara Doughballs 500g	1 x 20
F01883	Sourdough Doughballs	1 x 60



Suitable sectors:



Care



QSR



Hospitality



Education

Floured & Sandwich Baps

Did you know...
More sandwich
carriers are sold
through a coffee shop/
café than any other
channel



Floured Baps

Fcode	Name	Case Size	Weight
F00266	MK4 Floured Baps	4 x 12	50g
F00270	MK5 Floured Baps	6 x 8	86g
F01557	MK5 Premium Floured bap	6 x 8	92g
F00402	MK6 Mighty Floured Bap	6 x 4	115g



Suitable sectors:



Care



QSR



Hospitality



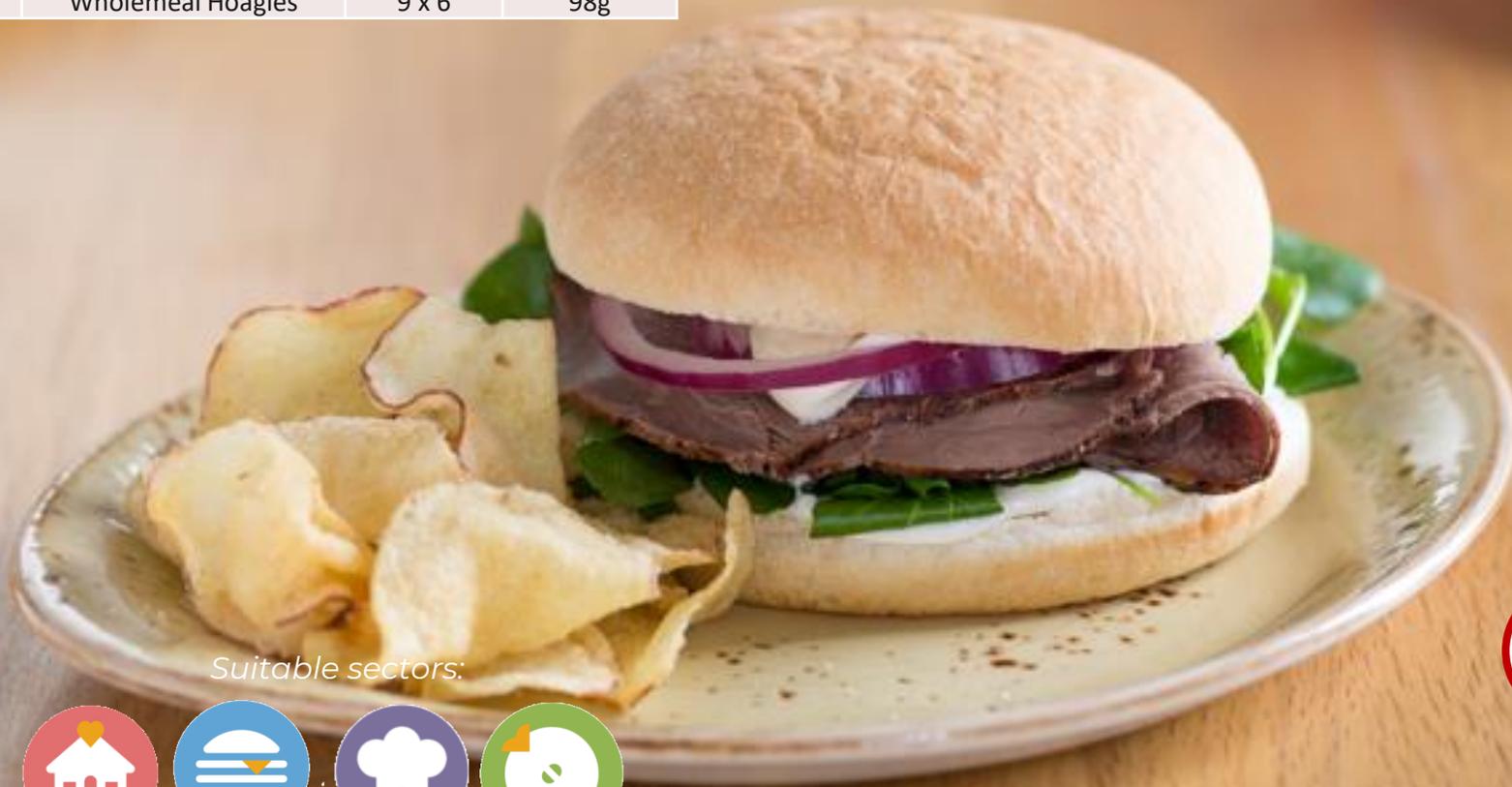
Education

Did you know... We started baking our floured baps in 1985, today, they are one of our most recognised Skus



Sandwich Baps

Fcode	Name	Case Size	Weight
F00373	MK5 Plain Sandwich Bap	6 x 8	86g
F00492	Oval Maize Bun	14 x 4	65g
F00359	Wholemeal Hoagies	9 x 6	98g



UK Top
Sandwich
Fillings



* Source: UK Sandwich Association

Suitable sectors:



Care



QSR



Hospitality



Education

Education Buns

Sandwiches are
the No.1 dish
served at lunch
time in schools*



Improved

HIGH FIBRE BUN

Suitable sectors:



Care



Education

Kara's popular High Fibre Bun is produced **EXCLUSIVELY** for **EDUCATION**.

This bun is ideal for both hot and cold fillings, making for versatile school lunch time offerings.

With children notoriously avoiding brown breads, Kara's High Fibre Bun has been designed to have the visual appearance of a White Bun whilst still containing all the nutritious fibre of a Brown Bun; making it the perfect school partner.



Contributes to a child's daily fibre allowance

Top sandwich fillings at lunchtime in schools



1.

CHICKEN



2.

CHEESE



3.

ALL DAY BREAKFAST



Fcode	Size	Case Size	Weight	Un/Sliced
F02317	MK4	4 x 12	50g	Sliced

What can bread bring to your menus?
Iron • Calcium • Zinc • Fibre

Baguettes

How to bake our baguettes

- For best results bake from frozen
- Preheat ovens to 200c or Gas Mark 6
- Bake for 8 minutes or until golden brown

	Fcode	Name	Case Size	Weight	Length
Part Baked	F00288	Mini Baguette	40	75g	180mm
	F00296	Large White Baguette	20	235g	500mm
	F00289	Malted Wheat Petit Pain	70	55g	110mm
	F00290	Small Petit Pain	100	37g	90mm
	F00442	White Half Baguette	40	130g	275mm
	F00291	White Petit Pain	70	54g	110mm
	F00753	Panini Baguette	40	125g	260mm
Fully Baked	F00292	Mini Baguette	40	75g	180mm
	F00293	White Petit Pain	70	51g	110mm
	F00439	White Sandwich Baguette	40	125g	275mm
	F00441	Malted Wheat Half Baguette	40	130g	275mm

Bloomer and Sliced Breads

Caterers are looking to premiumise their ranges in order to tap into the experiential trend; offering customers something that they can't create at home to encourage them to part with their money.



Sliced Bread



Fcode	Name	Case Size	Slices
F00380	White Medium Sliced Loaves	8	21+2
F00382	Wholemeal Medium Sliced Loaves	8	21+2
F00381	White Thick Sliced Loaves	8	15+2
F00383	Wholemeal Thick Sliced Loaves	8	15+2
F01285	Medium Sandwich White Bread	8	24+2
F01284	Medium Sandwich Wholemeal Bread	8	24+2
F01271	Thick Sandwich White Bread	8	18+2
F01273	Thick Sandwich Wholemeal Bread	8	18+2
F01274	Extra Thick Sandwich Wholemeal Bread	8	16+2
F01272	Extra Thick Sandwich White Bread	8	16+2
F01504	Thick Sliced half and half bread	8	18+2



Suitable sectors:



Care



QSR



Hospitality



Education

Bloomer Breads

35%

Prefer working
fully remote



Suitable sectors:



Care



QSR



Hospitality



Education

A new hybrid way of working (the third space) gives consumers more freedom with their eating out occasions, driving demand for all day menus and brunch occasions, offer delicious sandwiches with Kara Bloomers.

V

Ve

Fcode	Name	Case Size	Weight	Slices
F02388	Medium White	6 x 1	800g	17+2
F02389	Medium Malted	6 x 1	800g	17+2

Morning Goods & Genius Gluten Free

A shift in consumer working patterns with the wide introduction of flexible working has opened up the opportunity for neighbourhood restaurants to compete as a 'third space' for consumers throughout the week.



English Muffins

Fcode	Name	Case Size	Weight	Un/Sliced
F00976	English Muffin	8 x 6	72g	Un sliced



Suitable sectors:



QSR Hospitality Education

Teacakes

Fcode	Name	Case Size	Weight	Un/Sliced
F00273	MK5 Spiced Fruit Teacake	6 x 8	93g	Sliced

Suitable sectors:



Care



QSR



Hospitality



Education

Production site
does not handle
palm



Gluten Free

Fcode	Name	Case Size	Weight
F01688	Genius Seeded Rolls	1x25	68g
F01841	Genius Brown Bread	1x6	535g
F01842	Genius Multiseed Bread	1x6	535g
F01843	Genius White bread	1x6	535g
F01693	Genius Seeded Cafe rolls	1x16	75g
F02187	Genius Brioche Burger bun	1x24	70g



Suitable sectors:



Care



QSR



Hospitality



Education

Top dietary requirements
flagged on dishes

24%

Gluten Free or GF Available

17%

Vegan or Vegan Alternative Available

16%

Low-Calorie

2%

Vegetarian



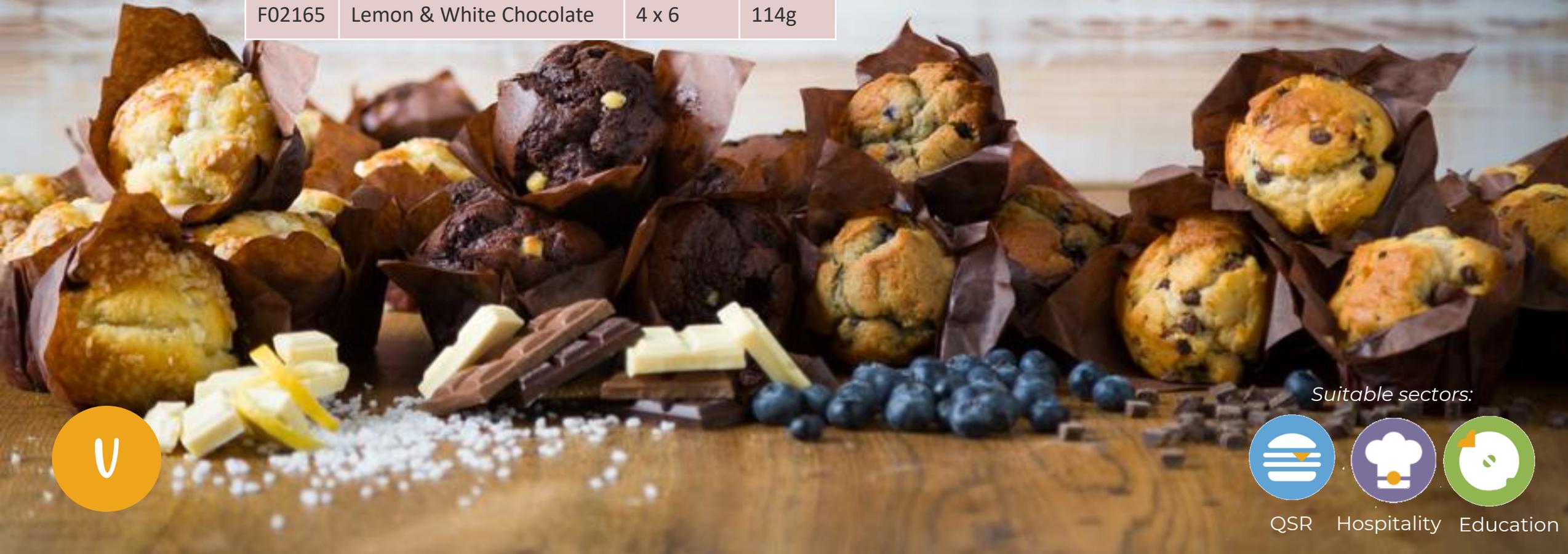
Sweet Bakery



16% of consumers state that 'Treat' is the most common mission for eating out. Consumers are willing to spend more on a special occasion.

Muffins

Fcode	Name	Case Size	Weight
F02163	Blueberry	4 x 6	114g
F02164	Triple Chocolate	4 x 6	114g
F02165	Lemon & White Chocolate	4 x 6	114g



Suitable sectors:



QSR



Hospitality



Education

Doughnuts

Fcode	Name	Case Size	Weight
F01145	Kara Sugared Choc Filled Doughnuts	6 x 10	73g
F01146	Kara Sugared Ball Jam Doughnuts	6 x 10	73g
F01147	Kara Sugar Ring Doughnuts	6 x 10	62g
F02237	Mini chocolate filled doughnuts with grab bags	8 x 10	50g
F01144	Kara Mini Sugar Jam Doughnuts	6 x 10	50g
F02256	Mini Jam filled doughnuts with grab bags	9 x 10	50g



Our Mini Doughnuts meet FSA Salt Guidelines making them the perfect school partner



Suitable sectors:



QSR Hospitality Education

Scones

Fcode	Name	Case Size	Weight
F02320	Sultana Scone	6x10	61g
F02321	Giant Sultana scones - Ind wrapped	40 x1	109g
F02322	Plain Scone	6x10	61g
F02323	Giant Sultana scone	5x12	109g



Giant Scones available
individually wrapped

U

Afternoon Tea is
set to be a growth
area for pubs in
2022

Suitable sectors:



Care



QSR



Hospitality



Education

*Data Collected from Lumina intelligence, 2021/2022

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The bakery brand you never knew you'd
tasted