

# Gala cornering the bakery market

**Q** How successful has Baker's Corner proved in terms of driving sales for Gala retailers since its introduction in 2013?

**A** Baker's Corner has been a huge success story for Gala and its retailers since its introduction in 2013. We're continually enhancing and extending the range to keep it fresh and relevant within stores, ensuring the customer is engaged with the brand and range. The upwards trajectory of the brand and its development has been based on customers voting with their feet and retailer demand, creating a real point of difference within our stores.

**Q** Can you outline some of the tempting options included on the Baker's Corner menu?

**A** From originally launching with staple items such as brown soda, scones and apple tarts, Baker's Corner has extended its range, and has just launched giant ring donuts, tasty muffins and French patisserie tartlets and gateaux.

Our range of muffins offers something different, with new and innovative flavours including lemon drizzle, cappuccino choc chip, Belgian double choc and skinny blueberry - which is half the calorie content of the rest of the range. On the patisserie tartlets and gateaux range, lemon and Baileys cheesecake, dressed carrot cake and coffee & walnut gateaux are all new to the offering. They have enhanced the range and offer delicious treats for customers. Consumer feedback has been fantastic, with shoppers buying for fresh, baked goods on-the-move or at home entertaining.

**Q** How significant is the return on time and investment that can be achieved from Baker's Corner for retailers?

**A** There's no doubt Gala retailers have benefited from the introduction of the range. By embracing the concept, range on offer and additional choices for their customers, retailers have seen a tremendous uplift in this category. Our original retailers' feedback and sales on Baker's Corner have been incredibly important in encouraging other Gala retailers to introduce Baker's Corner.

And our retailers know their customer base. Shoppers are more curious and want to try something new, and Baker's Corner delivers on this for stores located across the country. Nothing beats the smell of freshly baked bread,

## baker's corner.

**Tony Cluskey**, trading and marketing manager, Gala

Retail, gives *ShelfLife* the full low-down on the group's 'Baker's Corner' concept; recreating a slice of nostalgia for a time when the smell of home-baking was a constant in many Irish homes



cakes and scones within a store. It adds theatre and a point of differentiation that everyone is striving for.

**Q** Can all Gala stores comfortably house a Baker's Corner offering regardless of size? How can the offering be adapted to suit the space available?

**A** The beauty of the Baker's Corner offering is that it can be tailored to suit any size retailer. We have a tiered offering on products to suit different size retailers, but it's true to say that many retailers are over-indexing on their offering and sales based on their size of store, based on the feedback and sales uplift they are receiving from their customers.

**Q** How does the Baker's Corner range support Irish suppliers and ingredients?

**A** The recipes and ingredients are Irish. Retailers are baking Irish recipes (soda breads and scones) in-store and are actively promoting local suppliers of jams and preserves as the perfect accompaniment to many of the Baker's Corner products. Our new giant donuts are made especially for us, here in Ireland, and we're always looking for new Irish suppliers and products that would complement the range.

**Q** What is the typical price range of Baker's Corner items?

**A** Prices vary, with products starting from under €1. There is something for everyone within the range, from simple scones to delicious gateaux, with shoppers choosing their preferences based on taste and available spend.

We've also found that as well as purchasing the staple items in our bread range on a daily and weekly basis, that incremental purchase is coming from the tasty treats.

**Q** How is Gala marketing the Baker's Corner offering? What point of sale materials does Gala provide?

**A** Point of sale is incredibly important in-store, from signage and packaging, to the display table that Baker's Corner is presented on in-store. We have various point of sale kits available based on the offering that the retailer chooses. We are also in the process of introducing a new range of Baker's Corner packaging, which we feel will reinforce the brand's credentials, and complement all the other elements of the offering. This is in the process of being rolled out in stores as we speak.

In many ways Baker's Corner is nostalgic, it's a throwback to our youth, when the smell of home-baking was a constant in many Irish homes, and this is what we have endeavoured to re-create. ■