

Providing More Value with Customized Solutions

Learn How Structural Concepts' Reimagined a Retailer's Bakery Department When Off-the-Shelf Options Fell Short



A major retailer was looking for a solution to optimize their existing bakery department inclusive of maximizing its operational effectiveness by bringing back-of-house production (bread slicing & packaging) out front for customer visibility, increasing impulse purchases by adding grab & go options, and reducing the labor dependency on associates for service.



CUSTOMER EXPERIENCE

No need to wait for an associate;
streamlined self-service.



SALES GROWTH

Increased impulse purchases through
strategic product placement.



OPERATIONAL EFFICIENCY

Simplified production and packaging
workflow.

After considering several existing off-the-shelf options, the retailer brought on Structural Concepts due to its ability to design and develop customized solutions based on the specific needs of its customers.

Packout Station Innovation

Designed a custom station to hold a standard bakery slicer and an inset metal production table creating an efficient slicing/packaging process.

Department Layout Transformation

Converted all front-of-the-house service cases (desserts, donuts, bread) to the center of the department, creating a self-service experience.

Modular POD design allows for sections to be added or taken away making the islands smaller or larger based on need.

Grab & Go Hot Case Solution

Introduced hot pastries, sandwiches, cookies, and lava cakes for immediate consumption



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