

# HEALTH FOR WEALTH

**W**hen you think of bakery, thoughts do not naturally gravitate to healthy food.

Pasties and pies, while delicious and satisfying, will earn little aplomb from nutritionists and dietitians while doughnuts and gateaux will consign all who eat them to their sin-bin.

However, cleverly throw in healthier options and ingredients, while making sure you merchandise and promote them as much as possible, and you can add a little icing to a well-run business.

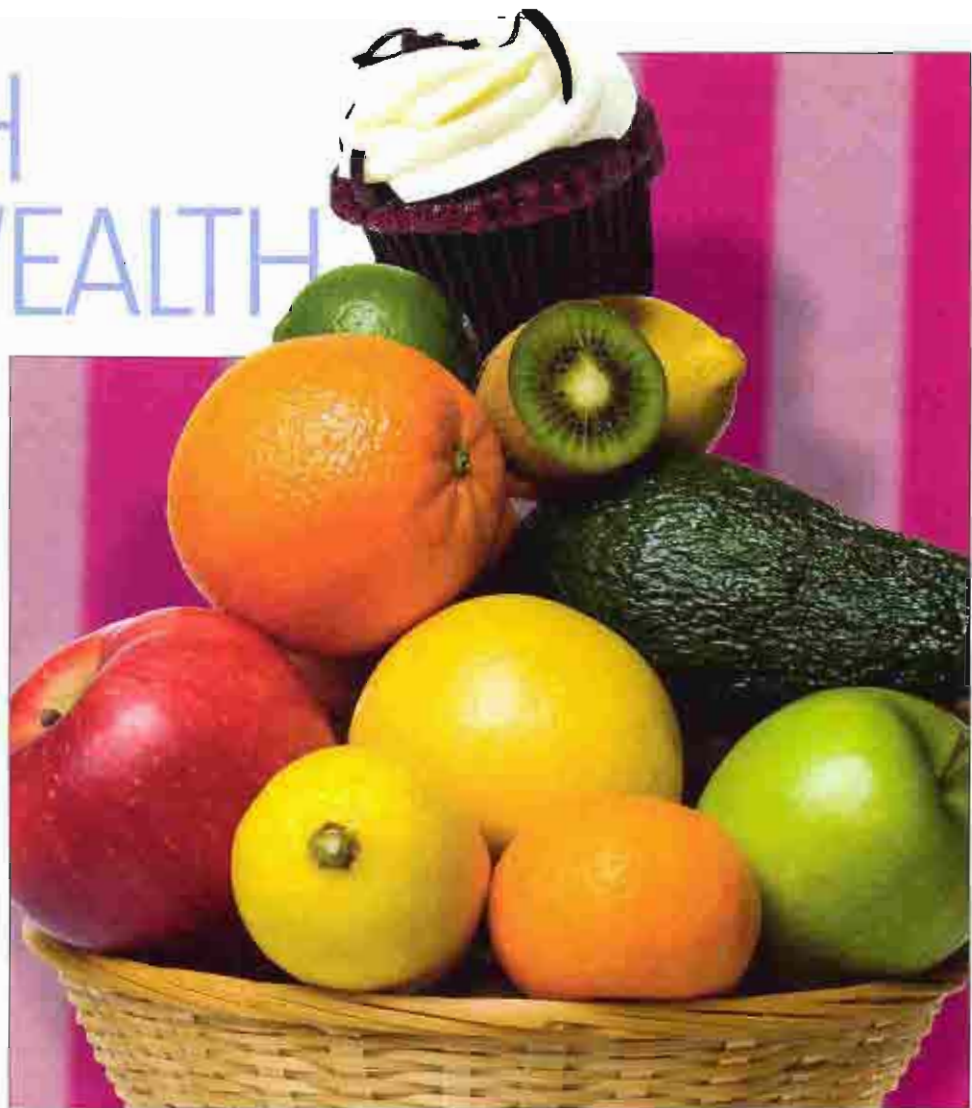
Greggs, in the mainstream market, has seen the sense of this by introducing porridge, while artisan specialist Dumouchel, in Garforth, Leeds, hangs its hat entirely on the healthier aspects of its breads, patisserie, chocolates, ice-cream, pastries and savouries.

However, goods that have healthier attributes, as with any bakery lines, need a good merchandising strategy to make the most of their potential. Andrew Turnbull, senior lecturer in retail marketing at the Aberdeen Business School and one of the UK's leading experts in his field, says those who can position themselves as being the healthy option, while still providing traditional goods, are on to a winner. He says they can do this through the window display, in-store colour schemes and in-store leaflets. This can be backed up with low-profile advertising, press releases and developing a database of interested customers so they can be kept informed of new lines.

But Turnbull, who worked under the legendary Colin Mitchell, marketing director of the William Low supermarket chain, before selling out to Tesco for £257m in 1994, cautions: "If you want to get beyond the health freaks and the enlightened you need to have parity in terms of pricing."

In-store messaging is also crucial. He suggests a bakery might benefit from having "naughty" and "nice" sections. "That appeals to people; they like the idea of the contradiction. Keep it simple and everyone will understand and relate to it."

Turnbull also suggests meal-deal type



**Clever merchandising of a bakery range's healthier products can pay dividends for the craft or artisan baker, says **Andrew Don****

promotions that are prevalent in supermarkets and convenience stores. Bakers that are near to secondary schools can achieve a point of difference by promoting a deal on a fruit juice, a snack, a main course and a sweet, he says. "The French are good at this – they have a baguette as the staple which they make up to order."

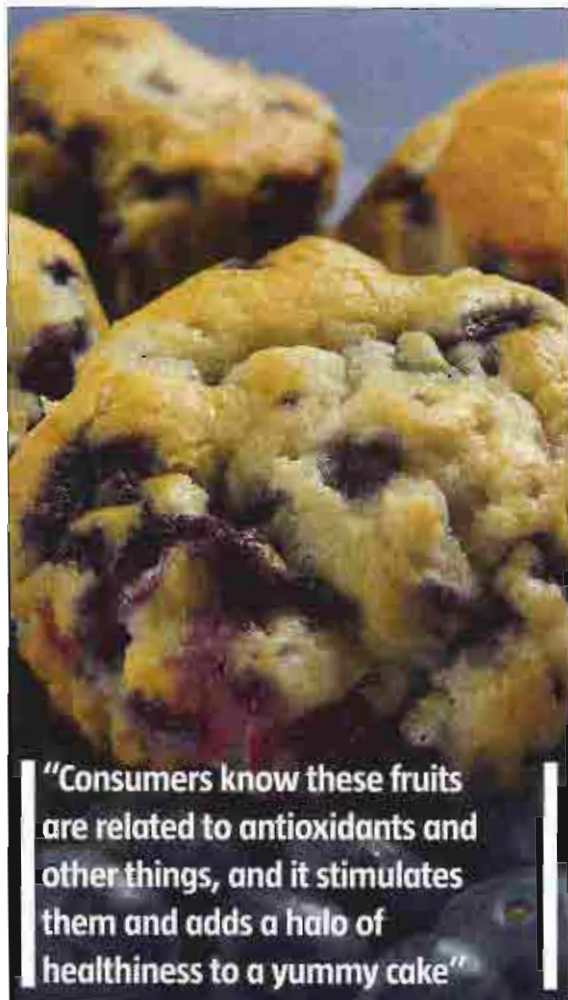
He suggests introducing fruit and the Innocent range of soft drinks or equivalents. "A healthy fruit drink, a boguelette of their choice followed by a coke, a sweet or a fruit item would work. You have to look at what youngsters and office workers choose for their lunch boxes each day and get close to that, while offering a point of difference."

Rebecca Brayson, manager of Dumouchel, which prides itself on its healthier approach, always ensures that anything new is displayed prominently on

the counter. Shelf-talkers are all well and good, but Dumouchel believes that staff should do the talking. New customers are guided through the shop's healthy ethos and production methods, so they understand the value of the merchandise. Brayson says people want to hear from the staff where the products come from, how they are made, where the ingredients are sourced and how Dumouchel buys locally wherever possible.

Christine Boswell-Munday, regional director, small business community, of The Chartered Institute of Marketing, emphasises a sense of balance is important. "Bakeries have to be sensitive to the range in their customer base: while the vogue may be for low-fat muffins, there are still traditionalists to satisfy." She says a three-part breakfast deal, for example, including the traditional bakery breakfast fare





**"Consumers know these fruits are related to antioxidants and other things, and it stimulates them and adds a halo of healthiness to a yummy cake"**

alongside healthier options and drinks gives customers the choice between both worlds. "Introducing fresh fruit as an option gives the customer a final healthy purchase option instead of the usual flapjack or cookie choice beside the till."

Boswell-Munday also recommends considering a two-for-one offer on healthy options, or special promotion days where healthier lines are reduced in price. However, she cautions that no customer wants to be reprimanded for choosing full-fat over half-fat, so messaging and merchandising must be carefully worded and placed. "Colour-coding areas, using green as a recognised symbol for the healthier areas, is a subtle way of signposting customers to the right areas for their needs." She also suggests extra messaging on or around item displays to indicate the nutritional attributes of products can help the customers make an informed purchase decision.

**Extra health messaging on or around items can help customers to make an informed choice**



**Include traditional breakfast fare alongside healthier options**

Organic bakery consultant Justin Tunstall says counter displays are important for getting the message across of health benefits. "You have to get people to try it." He says that if you do have a premium pricing policy and people ask why, tell them it is "reassuringly expensive".

Peter Wennistrom, founder of the Healthy Marketing Team and co-author of *The Food & Health Marketing Handbook*, says try working on the five-a-day concept and find playful ways of adding fruit components with almost a tongue-in-cheek approach, such as with cranberry muffins and pomegranate cake. "Consumers know these fruits are related to antioxidants and other things and it stimulates consumers and adds a halo of healthiness to yummy cake."

He suggests looking at the claims that reports in newspapers and magazines make about certain ingredients, incorporate them and display the articles on the walls. "You don't have to make any claims in-store. The *Daily Mail* is making the claims," he points out.

Come up with simple meal solutions, he says, such as filled pitta bread so the bread becomes the carrier. "The key thing is not to point fingers. Don't be a government authority. Try to connect with what people are reading."

Wennistrom says people buy on impulse, so it is important to stimulate the senses. Put olive oil or cheeses next

to the bread – extra little bits of merchandise that stimulate. "You can never pretend traditional bakery products are healthy, but if you do cakes with pomegranate, for example, it makes it more permissible. Never position yourself as healthy. It's yummy first – then use a little cranberry, pomegranate or blueberry to make it more permissible."

On meal deals he advises clarifying the rationale first, such as trying to attract parents. "Use it to draw the traffic to your bakery rather than another bakery."

Wennistrom favours displaying natural raw materials and ingredients people can see and touch, as Starbucks does with coffee beans. "You can have different types of grains you can touch and feel. It's real, it's tactile and it will inspire before they buy." He says this will bring across a natural image – the feeling of artisan bakery even if it's bake-off behind a screen.

Of course, playing the healthy card is not suited to all bakeries – even craft bakeries. Philip Tennant, of Tennants Craft Bakery, in Cannock, in the West Midlands, says while his five company-owned shops do offer a wholegrain product, the split is about 70:30 in favour of white. "We offer wholemeal granary seeded bread, which we put in with the rest of the range. I am sure there is potential to separate them out, but that is not something we will do at the moment."

Tennant has good reasons for being reticent. Cannock is an ex-mining area and healthy eating is not top of the agenda.

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