

# BakeOff 2.0

Sell bakery products successfully





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A concept that inspires



■ „Daily bread“ does more than ensure frequent store visits.

The variety of baked goods gives retailers plenty of scope for fresh profiling. So why not make your baked goods section the highlight of your shop? Our Shop Solutions team will create an exceptional BakeOff display for you.







# BakeOff 2.0

*Sell bakery products successfully*

- > *High product density and maximised filling volume*
- > *Best ergonomics for customers and shop personnel*
- > *Modular system offering flexibility for presenting the goods*



## *Partner with roll-out expertise*

For more than 15 years Wanzl has worked together with the food retail sector to develop sales systems that attractively display freshly baked products from bread to pastries for retail markets. To date, several thousand stores have opted for Wanzl BakeOff modules\* as a result of this successful collaboration. With the latest generation BakeOff 2.0 we are making the sale of bakery products even more successful.



\* BAKEOFF GENERATION 1.0

■ **The BakeOff 2.0 system** ensures maximum transparency and high product density thanks to the use of curved glass. This means that the goods are optimally placed to be the centre of focus for customers, stimulating the impulse to buy.



**BAKEOFF 2.0**  
the latest generation



**QUICK GOODS PICK UP**  
by customers



### *Everything at a glance*

**All four levels of the modules** are very easy to see. This gives your customers the best overview of the range on offer. Energy-saving LED lighting places your goods in appropriate light.

### *High transparency*

**Removing the back panels** means that the preparation area becomes integrated into the bakery itself, offering new transparency and authentic appeal.





# Best ergonomics for customers and staff

*As people like to help themselves*

■ **Customers can pick up goods** effortlessly and with just one hand. The baked goods are taken out with a bakery drawer and placed on the removal tray, then picked up using disposable gloves or bakery tongs.



## ONE-HANDED OPERATION

Effortlessly easy for picking up goods

## Simple and safe to use

**Bakery drawer and pick-up tongs or disposable gloves** allow safe operating and ensure that each baked good reaches the paper bag safely.



## Clean and hygienic

**Different hygiene levels can be achieved** simply by raising and lowering the function to prevent the return of removed goods.



## Easy handling for store staff

■ **Filling and cleaning processes** become efficient and easy for your staff. The modules are filled on site according to your available space. The cleaning materials are stored in the service modules in a user-friendly way. This saves valuable time.



### FILLING AND CLEANING

Efficient and easy

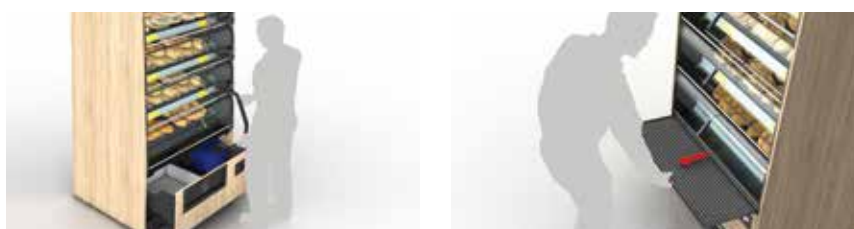
## Filling made easy

**Goods filling** is tailored to your available space and can be carried out from the front as well as the back.



## Easy cleaning

**For daily cleaning**, an easily accessible vacuum cleaner is integrated into the service module. A central breadcrumb collection tray ensures cleanliness underneath the modules.





# Modular and flexible

## *Modular sales system*

■ **Wanzl BakeOff 2.0 is a modular-design sales system.** Changes to your product ranges can be carried out flexibly and with minimum effort. Each module has four identical levels for baked goods. Each level can be subdivided into up to three sections, offering enough space for wide ranges of baked goods.

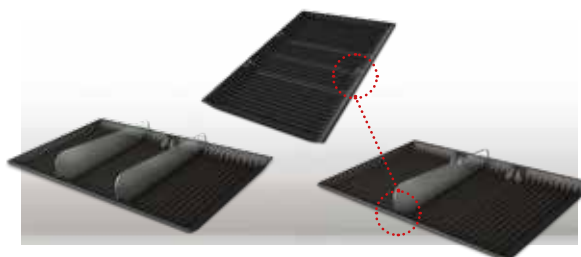


### **MODULAR DESIGN**

Variable adaptation to each product range

## *Freedom to change your product ranges*

**If required, the sales levels** can be subdivided into two or three sections quickly and simply. In this way, up to twelve different baked goods can be displayed in a tower.



## *Individual service level*

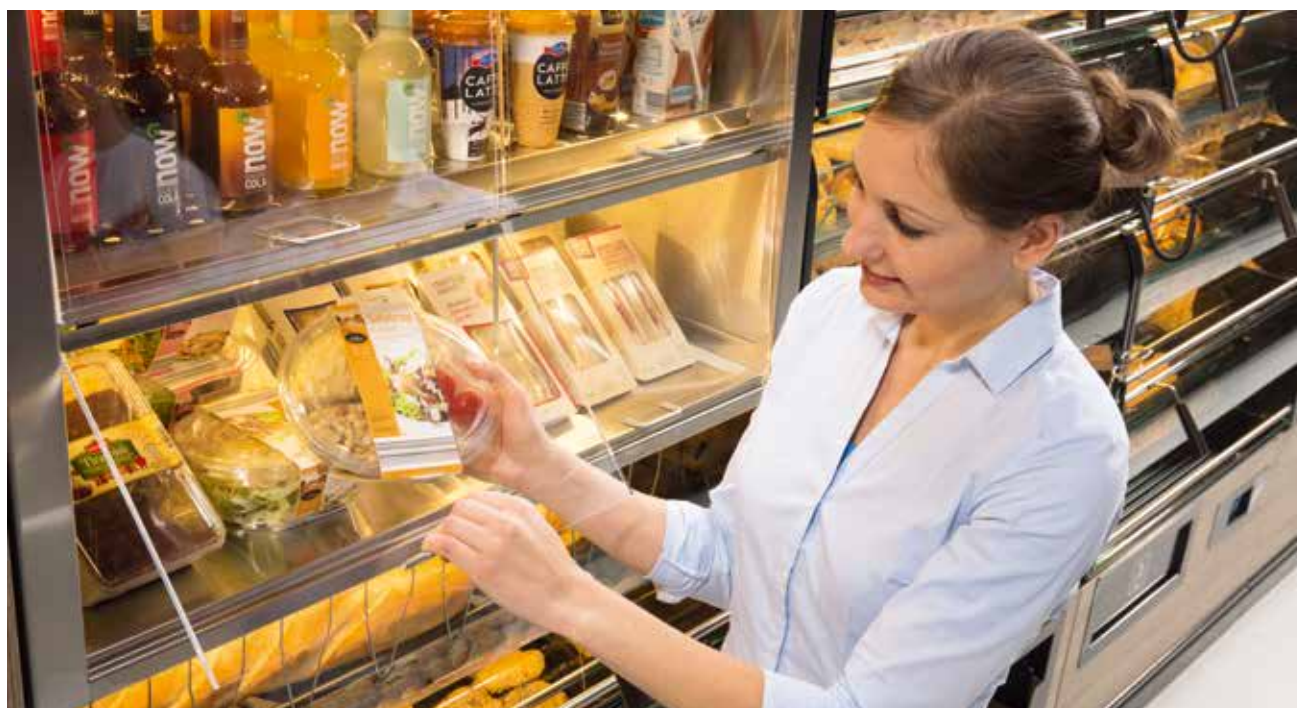
**With cleaning module, storage drawer, disposal unit, bag dispenser and wooden covers** – the service level meets your needs.





## Increased revenue and greater convenience

■ The modules »Baked goods tower with refrigeration« and »Baked goods tower for bread slicing machine« ensure high sales through cross selling and customer satisfaction due to a high level of convenience.



**REFRIGERATION MODULE**  
can be integrated into the  
existing design

### Refrigeration module for cross selling

**The baked goods tower is very suitable for cross selling.** You can make cold drinks and convenience products such as filled rolls, wraps etc., look appealing to your customers. This ensures additional turnover.



### Integration of a bread slicing machine

**We are pleased to integrate your bread slicing machine** in BakeOff 2.0. The baked goods tower forms a seamless unit. Additional benefit: the extra sales level above the bread slicing machine.

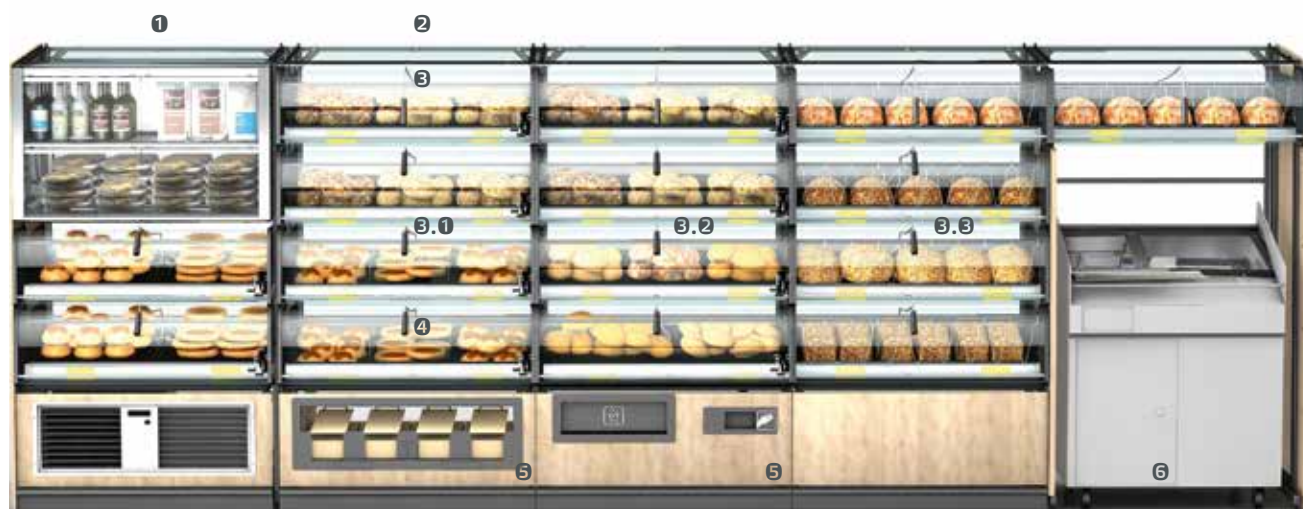




# The BakeOff 2.0 building kit at a glance

## *Sophisticated, detailed solutions*

■ **Holds everything, carries everything.** The BakeOff 2.0 module fulfils all important requirements for sales systems in the area of baked goods. It has been developed in close cooperation with our business partners.



### 1 BAKED GOODS TOWER WITH REFRIGERATION

Service tower for presenting refrigerated goods on the top two levels. Beneath this, two levels for baked goods. Stainless steel refrigeration element. Constant refrigeration on both levels. Adjustable refrigeration from +6 to +12°C. Refrigeration technology integrated in the service area. Energy-efficient LED lighting. Plinth cover with integrated bumper profile.

### 2 BAKED GOODS TOWER, BASIC MODULE

Sales tower for baked goods with open back panel for filling from in front and behind. With glass roof made from single-plate safety glass (ESG). Optional back panel with wooden finish.

### 3 BAKED GOODS LEVEL

Design with single-plate safety glass (ESG) for high transparency and safety. Plastic tray with dividers made from real glass for improved visibility and separation of the baked goods. Sneeze and saliva protection and pick-up area glass made from real glass, with integrated price rail. Very convenient for the user and maintenance-free due to absence of a moveable front panel. Bakery drawer included. Energy-efficient LED lighting. Optional accessories: Pick-up tongs with casing and coiled cord.

### Design of the baked goods levels/hygiene levels

**3.1 Baked goods level for pastry.** Glass system with opening on hygiene level to prevent the return of removed goods.

**3.2 Baked goods level for filled rolls and pretzels.** Glass hygiene level.

**3.3 Baked goods level for bread.** Wire system on hygiene level to prevent the return of removed goods.

### 4 CENTRAL BREADCRUMB COLLECTION TRAY

Removable, central breadcrumb collection tray for cleanliness and hygiene underneath the modules.

### 5 SERVICE LEVEL

Service level perfectly suited to your needs. Choice of units:

- Hygiene drawer with insert for disposable gloves and waste box
- Storage drawer e.g. for housing a vacuum cleaner or step
- Use of paper bags for packaging baked goods
- Front panel in wood finish.

All units have a plinth cover and integrated bumper profile.

### 6 BAKED GOODS TOWER FOR BREAD SLICING MACHINES

Service tower for bread slicing machine with a baked goods level on top. Glass roof made from single-plate safety glass (ESG). Optional rear and side walls in wood finish.

## Safety

### Shock and impact-resistant

Single-plate safety glass (ESG) in the output module ensures a high level of safety during use.



## Convenience

### Absence of moveable parts

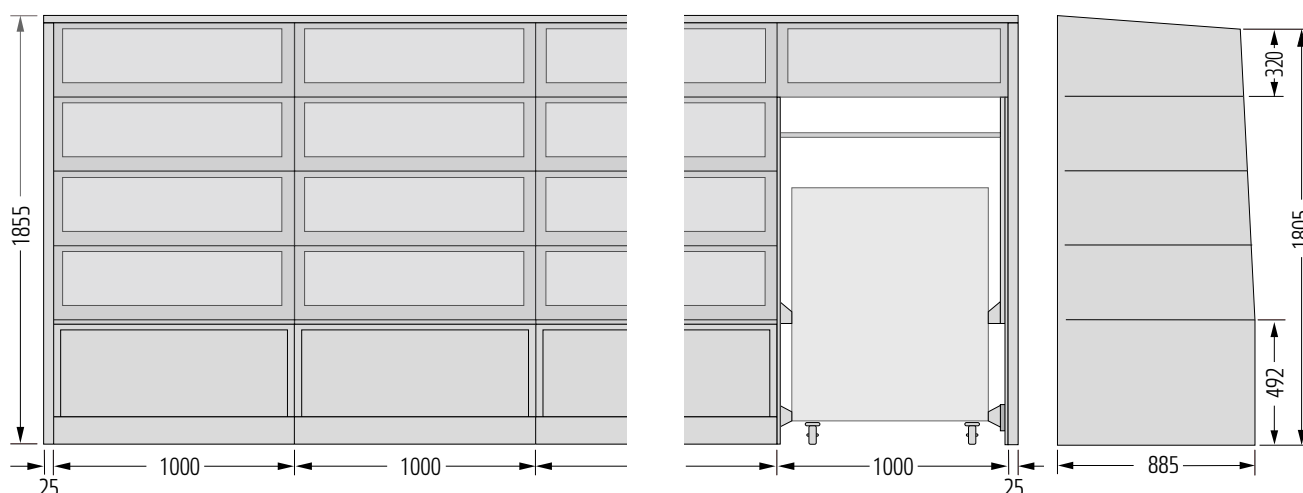
ensures high comfort for the user and minimises maintenance work.


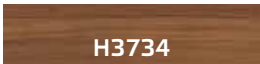
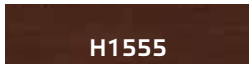
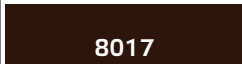





## The perfect design for every store

■ The **BakeOff 2.0 baked goods sales system** from Wanzl can be integrated perfectly into your store thanks to its modular design. With a range of colour variations and options, the design can be adapted to suit all needs.



Body wood décor			Module colours	
				
H1146 Bardolino oak grey	H3734 Dijon walnut natural	H1555 Wenge	8017 Chocolate brown RAL 8017	7021 Black grey RAL 7021

### Real wood finish

**Realistic wood finishes** ensure a harmonious overall impression, which conveys a sense of high quality to your customers.



### Pleasant colours

**Module colours** that have been specially adapted for the bakery segment create an appealing visual effect, providing the best possible backdrop for your goods.



### DIN standards committee

In order to keep up to date with the latest **food hygiene standards**, we are represented on the DIN standards committee "Bake-off stations in retail".



### Certified safety

**The electrical components**, structural stability and hygienic aspects have been tested and certified by TÜV SÜD.





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