

PANERA BREAD

Situation:

Panera was in need of technical and product review support to develop a new baked goods offering.

Their Need:

Chef Services Group was hired to conduct a market study on current trends as well as develop a strategy to bring new approaches to current baked goods offerings – and to develop new ones.



Primary Services Provided:

- Product Ideation/Focus Session
- Direct and coordinate formula development and recipe testing
- Develop a formatted recipe library with digital photographs
- Work with manufacturer for recipe scale-up for testing
- Provide unit-level product-handling support with execution procedure for system test and roll-out
- Provide training support and quality assurance for proper product handling compliance

Results:

Chef Services Group developed over 90 new products for this client! Panera Bread continues to be a leader and trend-setter in the fast-casual segment, and CSG was proud to be a part of their development.



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