

GREAT HARVEST BREAD CO.

Situation:

Great Harvest Bread Company, based in Dillon, Montana, wanted to develop a modular sandwich program that could be implemented into new conceptual design, but be flexible enough to retrofit into existing bakery units.



Their Need:

CSG was called to utilize and manipulate the existing bread system, add new inventory with minimal impact on spatial requirements, rollout without effecting operations, and convert existing stores to a café/bakery format. Once accomplished CSG would assist in training and rollout, and continue to support and expand systems.

Primary Services Provided:

- National ingredient sourcing
- Layout and design support
- Equipment specifications and sourcing
- Co-Branding support
- Inventory controls
- Limited Time Offer Development (Seasonally)
- Food safety and service training
- Recipe costing
- Associate training
- Marketing support including web, publication, and television advertising
- Development of personal and corporate catering programs
- Continued recipe development, support, and training
- National and regional trade show support

Results:

Today, over 60 of the existing Great Harvest Co. stores have implemented the sandwich program, and all new stores implement the program upon opening.



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