



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Puckles brand recognised in marketing awards

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Puckles Family Bakehouse has achieved another milestone, becoming a finalist in Queensland's leading marketing awards program.

The bakery was announced as a Queensland finalist in the Australian Marketing Institute's 2012 Awards for Marketing Excellence in the new brand category on Friday 31 August.

The result was recognition of the positive customer response to the business, which reached its 12-month sales target just two months from launching in December 2011.

Puckles Director Steve Plarre said the business opened its doors with the mindset of a multi-store operation to make fast growth possible.

"Our customers know quality when they taste and experience it and we were determined to make sure that Puckles met the highest standards from day one," Steve said.

"With more choice than ever before, you have to earn customer loyalty and consistently deliver excellence."

Puckles leveraged the nostalgia of old fashioned bakeries and more than 100 years of Plarre family baking history, with contemporary features like Baker Tweets, facebook engagement and Angry Birds cupcakes, to create a niche for Puckles in the bakery market.

"We wanted to build a fun brand that was all about celebrating the best part of Puckles – real ingredients and fresh products," Steve said.

The success of the first Puckles bakery, at Orion Springfield, has given the business the foundation needed to launch three more stores in 2012 – at Redbank Plaza, Booval Fair and Brassall Shopping Centre.

Franchises are available as the business continues to target more growth in the coming years.

Visit puckles.com.au for more information.

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