



Puckles Family Bakehouse Pty Ltd
Email: info@puckles.com.au
Web: www.puckles.com.au

MEDIA RELEASE

Puckles' stellar start attracts franchisee interest

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Puckles Family Bakehouse is attracting interest from potential franchisees in places as diverse as Toowoomba and Sydney off the back of stellar early performance in Ipswich.

Since opening its first store in December 2011, Puckles now has four stores in the region and is showing strong growth potential.

The business has credited the strength of the Ipswich market for its early success.

Rebecca Wilson, Puckles' Retail Operations Manager, said there was a clear trend toward people seeking more independence in their lives.

"We're getting a lot of interest from people who want to work for themselves but still be part of a company with a proven model," Rebecca said.

"The fact that Puckles is family-owned makes a huge difference as well.

"This is one of the few bakery franchises that has 100% control over its product range – the ingredients, quality, innovation, everything.

"People have tried the products and loved the taste and seen that, yes, having my own business without the stress of being 'on my own' is achievable."

Puckles Booval franchisees, Brett and Bree Davis, said the passion and support given by the business made their decision all the more appealing.

"Puckles' offer was too good to refuse – quality real ingredients; the affordable range of delicious cakes and savouries; and baking and finishing each product fresh in-store every day," Brett said.

"The marketing is set up and our customers keep coming back to tell us how much they love the products too."

Customer feedback on Facebook praises the great tasting products and customer service, proving market demand for quality bakeries.

People interested in connecting with Puckles' franchise opportunities can visit puckles.com.au/franchises.

Business and retail experience aren't required, with Puckles offering all franchise partners access to a full training program.

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Media contact: Elizabeth Graetz, Marketry, 0412 952 082, elizabeth@marketry.com.au

Editors notes:

- Interviews – with Director Steve Plarre and Retail Operations Manager Rebecca Wilson
- High res product photos can be downloaded from <http://www.puckles.com.au/pages/media>
- High res store photos are available on request
- Watch the 2min Puckles story here <http://www.youtube.com/watch?v=C50CmtwhpFQ&feature=plcp>