



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Puckles reaches 60,000-pie milestone

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Puckles Family Bakehouse has reached yet another milestone, baking a total of 60,000 pies in little more than one year from launching the brand in Australia.

Born out of the award-winning Ferguson Plarre Bakehouses in Victoria, Puckles carries the same winning bakery mix that is seeing customer loyalty grow.

Puckles has four stores in the Ipswich region – the fastest growing city in Queensland – and is fully committed to growing the brand.

Rebecca Wilson, Puckles' Retail Operations Manager, said the business was staying focused on its key points of difference during its growth.

"You can't compromise quality for growth and the quality of our products is a huge part of our success," Rebecca said.

"Customers have posted comments on Facebook about our pies being the best they've ever tasted – so it's no surprise that we've just reached our 60,000th pie since we first opened our doors in December 2011.

"A big part of it is reliability and trust. You can't just be a fresh brand to win customers. You have to deliver them excellence on a daily basis.

"Once you've tried a classic chocolate éclair with real cream, a real custard tart, or a meat pie with hormone-free beef or free-range chicken, there's no going back.

"The feedback from our customers clearly shows just how important quality ingredients and fresh products are to them."

Customers have enjoyed more than 24,000 sausage rolls and 26,000 cupcakes along with a wide range of small to large cakes, savouries, party food and Bake at Home products, since Puckles first opened.

"Our cakes are finished fresh in-store for that homestyle quality, and savouries are baked in small batches so they are as fresh as possible for our customers," Rebecca said.

"What's great for franchisees is that they don't need baking or finishing expertise to make a Puckles franchise work for them.

"Base product components are delivered to the stores and we provide a full training program so that franchisees can manage the final stages of baking and finishing in-store without the shop space or skill needed when you're starting from scratch.

"This means that everything Puckles sells is made 100% in-house, which makes a significant difference to quality and reliability."

For a dynamic bakery and café franchise opportunity, visit puckles.com.au/franchises.

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