



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Puckles' success fast-tracks call for franchisees

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Strong sales and customer loyalty at the new Puckles Family Bakehouse in Queensland have outperformed targets, prompting the business to fast-track its call for franchise partners.

Puckles opened its first store at Orion Springfield, outside Brisbane, in December 2011.

Weekly sales reached the 12-month target in two months, customer feedback has shown an average 'willingness to recommend' rating of 9.1 out of 10, and members of the 1,400-strong Bakers Four Club spend 74% more per visit on average than other customers.

Puckles Director Steve Plarre says the results have given the business enormous confidence for the future.

"We've seen the success available to franchisees in the bakery sector through our Ferguson Plarre Bakehouses business in Victoria, and the performance of Puckles' first store alone in Queensland is outstanding," Steve said.

"Customers have responded positively to the old school bakery style seen in the traditional range and store's design, as well as our website, online shop, facebook page and other digital media initiatives.

"We've focused our first stores in Ipswich because it's showing such strength as the fastest growing city in Queensland. We are opening three new stores here by November 2012 with more in the planning stages."

Franchise partners can link in with Puckles' existing store opportunities or propose alternative sites in Brisbane.

The business is also taking a different approach to the traditional franchise model, welcoming people who may not have experience in retail, baking or management. The business offers all franchise partners access to its four-week Puckles FIT (Franchisee Intensive Training) program.

"Puckles' success comes down to the quality of the products we sell and the standard of customer service," Steve said.

"We believe the cultural fit of franchise partners is far more important in the long run, which is why we are open to talking with everyone from the most experienced franchise owners to new entrants."

Puckles specialises in classic baked treats made from real ingredients and longstanding family recipes, baked fresh daily, complete with cake finishing live in-store.

The menu offers a Bake at Home range and new ideas like the popular official Angry Birds cupcakes.

Visit puckles.com.au/pages/franchises for details on the opportunities available.

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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>