



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Puckles opens fourth store in Ipswich

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Puckles Family Bakehouse has opened its fourth store – at Brassall Shopping Centre – less than one year from launching the brand.

As an Australian owned business, Puckles is managed by the Plarre family, one of the country's longest serving baking families. The business is now looking further afield to open new stores...and for new franchisees to join the business.

Rebecca Wilson, Puckles' Retail Operations Manager, said opening Puckles Brassall on Monday 26 November was a major achievement for the business.

"In less than one year, Puckles has outperformed all expectations," Rebecca said.

"A big part of it is reliability and trust. You can't just be new 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.

"Today we have more than 2,800 members of our Bakers Four Club loyalty program and thousands more regular customers."

The business is gearing up for a strong Christmas with sales of celebration cakes and party food in particular expected to increase over the holiday season.

Puckles has released traditional Christmas treats as well as entertainment products like the Bake at Home range and fresh cakes starting from \$11.50. Bakers Four Club members receive a 20% discount off party packs.

Visit the new store at Brassall Shopping Centre and, for more information, visit puckles.com.au.

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Editor's notes:

- 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>