



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Puckles opens store two in Ipswich

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Puckles Family Bakehouse is proudly boosting its presence in Ipswich, gearing up to open its second store on Saturday 29 September, this time at Redbank Plaza, off the back of superb performance at its Orion Springfield store.

The traditional homestyle bakery has fast become a favourite for many in Ipswich, with customers responding to the freshly baked treats and emphasis on real ingredients.

While the range features out-of-the-box treats like its official Angry Birds cupcakes there is no question that classic pies, sausage rolls and vanilla slices are unshakeable favourites in the region.

Puckles Operations Manager Rebecca Wilson said the business was thrilled with its success less than one year from opening its first store.

"The feedback from the community has been superb and the Ipswich region has proven to be the perfect launching pad for Puckles," Rebecca said.

"At Springfield, we hit our twelve-month sales target in just two months, which is incredible in the bakery sector, and we are excited to see how the second store will perform at Redbank Plaza," she said.

"The centre at Redbank is going through an exciting redevelopment and we are proud to be part of its new range of retailers and the community there.

"Our promise to customers is simple – we use only the best, ethically sourced, high quality ingredients, we finish the cakes fresh in-store for that homestyle quality, and we bake our savouries in small batches so they are as fresh as possible.

"Puckles is also about making great food affordable and that's why customers can join the free Bakers Four Club for regular discounts and benefits."

The early success of Puckles has also prompted the business to fast-track its call for franchise partners with more information at puckles.com.au/pages/franchises.

The new store is on the lower level at Redbank Plaza, 1 Collingwood Drive, Redbank. Visit puckles.com.au to browse the range and shop online, and to watch the story behind Puckles.

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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>