

# “The ‘perfect brew’ from a traditional bakery”

Max Robbie, Owner, Jackie Lunn Bakers



## Jackie Lunn

Located across the heart of the Scottish borders, Jackie Lunn Bakers is a family run bakery with over 20 years experience. Providing a variety of freshly made sandwiches together with a selection of the usual savoury pies, pasties, toasties, soups, special hot dishes, croissants and doughnuts there is certainly something for everyone. With 8 outlets located in various high street locations, all have a busy trade starting from 6.30am every morning to the late afternoon.

Max Robbie, owner comments: “We pick up a whole host of trade throughout the day at all our outlets. From children on their way to and from school, to delivery drivers stopping for a late breakfast en-route and the general passing trade of customers out doing their daily tasks. I would always have said that our busiest trading time was breakfast - whether for toasties, savoury croissants or even sweet treats - this was the time when we’d always be run off our feet ensuring everyone was served with the least amount of waiting time. However, since the recession kicked in we’ve certainly noticed a change in pattern of our trade, with the breakfast rush having dwindled and seeing more of a steady trade throughout the day.

“We switched to serving PG2GO three or four years ago now and haven’t looked back. We’ve seen our sales increase dramatically, more than doubling what we sold, and were able to increase our price by two thirds from £0.60 to £1.00 bringing it on a par with what we charge for coffee. Switching to this more premium solution increased our cost base, but taking into account this and the increase in price we’ve been able to charge it has ensured that we’ve been able to make a greater contribution to our profit overall.

“PG2GO is perfect for people on-the-move and this is our core business. Where we’d previously offered tea in unbranded cups with a tagged tea bag for our customers to dispose of themselves, the PG2GO concept removes the mess and hassle of disposing of the used tea bags once the brewing strength has been found. In an outlet such as Jackie Lunn Bakery it’s very difficult to satisfy all the different tastes our customers have when it comes to serving the perfect cup of tea. I’m delighted that we’re now able to hand this element of the process over to our customers to ensure they’re making their perfect cup of tea. They now don’t need to stand around inside the bakery waiting for their tea to brew to the correct strength and dispose of the tea bag before they can leave, they’re able to continue on their day and determine for themselves when they want to pull the tea bag through the brew and slide lid.

“We’re constantly looking for ways to improve the offer we give our customers to ensure we’re keeping them satisfied, and PG2GO was the perfect fit.”

“Serving the perfect cup of tea is key to our business as our customers wouldn’t expect anything less than the ‘perfect brew’ from a traditional bakery. We stack the PG2GO cups directly next to the hot water, providing instant brand recognition for our customers. It is such an identifiable brand that we were confident that seeing the branded cups would sell the product itself - and it did. We’re constantly looking for ways to improve the offer we give our customers to ensure we’re keeping them satisfied, and PG2GO was the perfect fit.”