



### The Story so far...

Traditionally, BP operated in the forecourt sector as petrol retailers selling “some hot food” and bought-in sandwiches at a limited number of sites. Today, the company aims to be the global number 1 C-Store operator selling petrol with 35% of shop sales generated from its food service operations within five years



### The Project

Merrychef started with Wild Bean when the concept was three years old.

BP was looking to improve the bakery offer, which the company considered had two prime weaknesses—Replenishment times and consistency.

After a food development process using Merrychef’s EC501 microwave accelerated convection oven, a trial was launched at two Wild Bean sites, Trial criteria included, Ease of use, to maintain/improve quality and consistency, flexibility and reliability of equipment and price.

### The Results

Merrychef exceeded all trial expectations and is now the sole provider of ovens to BP and a strategic partner in an aggressive roll-out plan. Both issues were resolved with a “little and often” cooking policy ensuring delivery of high quality products by unskilled staff.



New products have also enhanced sales, doubling turnover in some sites.

BP regards this project as a resounding success and is rolling –out the Wild Bean Café brand with Merrychef equipment in both the UK

and Switzerland with talks developing the brand globally.

### The Menu

- Filled Baguettes, Croissants, Danish Pastries, Cookies,
- All day Breakfast bap, Sausage bap, Toasted sandwiches,
- Pies and pastries, Sausage rolls,
- Pizza, Cold sandwich range, Coffee



### Key Benefits

- Increased product range
- Consistent high quality
- Speed of service
- Reduced number of lost sales
- Improved reputation
- Reduced waste
- Unskilled staff able to operate well
- Reduced training times

*Many development chefs use our development kitchens to work on new food solutions.*

*If you would like to see how we can improve results and speed up cook times OR for more information on our products and services or would like a copy of our corporate DVD please call Carol Thompson on 01252 553718 or visit [www.merrychef.com](http://www.merrychef.com)*

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