

# BakeOff® 3.0

Ideal for self-service



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The highlight of your store: ideal for generating excitement



■ **Fresh and crispy bread rolls generate traffic** to the store. The variety of baked goods gives retailers plenty of scope for fresh profiling. However, to make sure shopping is really fun and a positive experience for customers, you need creative, exciting concepts.

As well as selecting the right furniture for your store, we also love helping you to design your bakery section so that it is the highlight of your store. Our Shop Solutions team are on hand to help you plan, design and build your own unique bakery department.



# BakeOff® 3.0

*Sell bakery products successfully*

- > *High product presence, resulting in strong sales impact*
- > *Soft-close system for added comfort and hygiene*
- > *Can be retrofitted and combined with BakeOff 2.0/2.1*



## *A successful partnership*

**With its BakeOff modules, Wanzl helps to increase footfall in your retail space.** As a partner to the food industry, we have been providing appealing presentation options for freshly baked sweet and savoury goods in retail stores for over 20 years. BakeOff 3.0 is now setting new standards when it comes to sales impact, user comfort and flexibility.



BAKEOFF GENERATION 2.0

■ **With the latest generation of BakeOff 3.0**, we are making sure that your baked goods really are in the spotlight. Your produce is on clear display behind hygienic covers, generating maximum sales impact.



**BAKEOFF 3.0**  
the latest generation

### *Everything at a glance*

**The outstanding transparency of BakeOff 3.0** enables your customers to gain a clear overview of all the baked goods you have to offer. Energy-saving LED lighting places your produce in appropriate light.

### *High transparency*

**By getting rid of any back panels** on store fittings, we can transform your produce preparation area into an authentic bakery, increasing transparency and emotional ties.



# Best ergonomics for customers and staff

## *Easy access to all levels*

■ **With BakeOff 3.0, baked products are easy to remove from any level.** The open hygienic cover slides back into the compartment like a garage door, providing clear access to the items inside. The delay created by the automatic soft-closing function gives the customer plenty of time to remove their chosen items. Once the items have been removed, the hygienic cover automatically closes the compartment again. As a result, your produce remains perfectly protected.



### **ONE-HANDED OPERATION**

Effortlessly easy for picking up goods

## *Simple and safe to use*

**Tongs and disposable gloves** make sure that produce is removed in a hygienic manner. You can therefore rest assured that every item will end up safely in a paper bag.



## *Clean and hygienic*

**Protection for your baked goods** is provided by silent hygienic covers.



## Easy handling for store staff

■ **When it comes to filling and cleaning the bakery modules,** your staff will benefit from the efficient solution. The filling processes enable you to respond specifically to the situation and workflows in your sales area. All cleaning materials are stored in the fittings, making them user-friendly and easy to access. This saves valuable time for staff.



**FILLING AND CLEANING**  
Efficient and easy

### Filling made easy

**Items are filled** from either the front or the back, depending on your sales area or processes.



### Easy cleaning

**The service module** contains an easy-to-access vacuum cleaner. A central crumb collection tray keeps the area under the fittings clean.

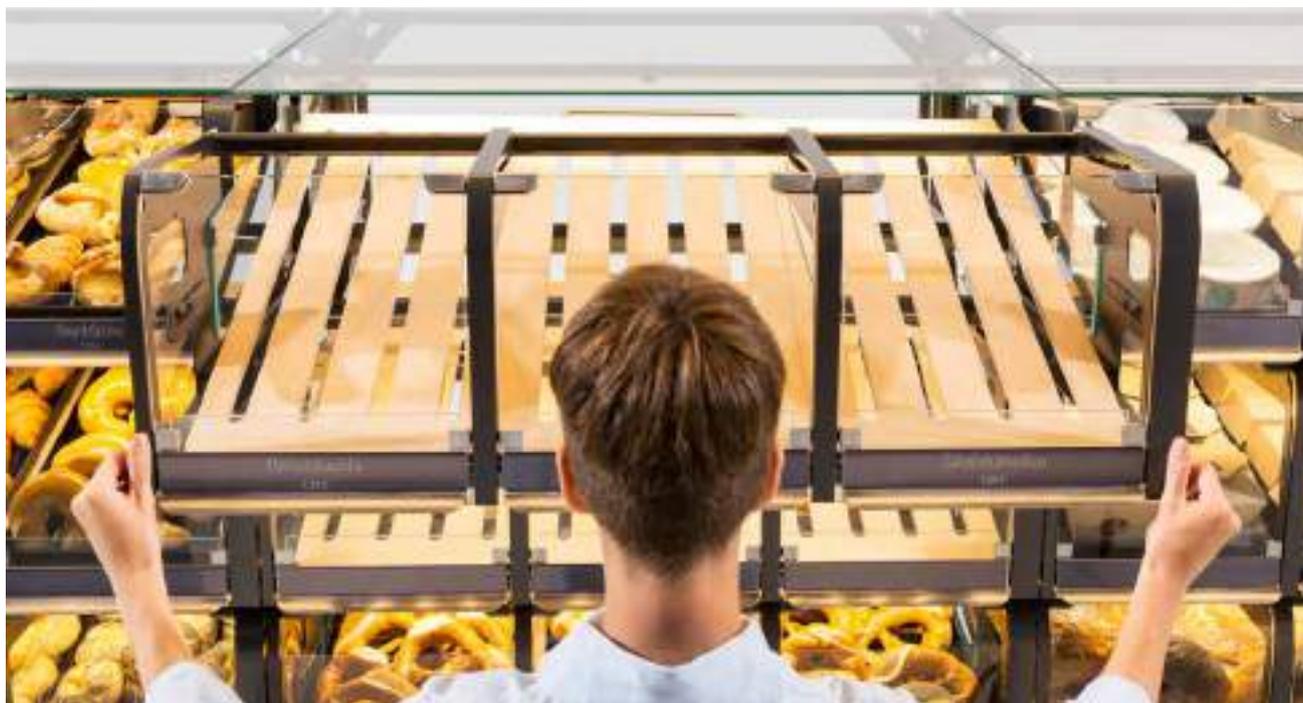


# Modular and flexible

**Upgrade possible!**  
 Convert your 2.0 / 2.1 BakeOff modules into the latest generation of BakeOff 3.0 units!

## Modular sales system

■ **BakeOff 3.0 is modular and exceptionally flexible.** Changes to your product range can be dealt with quickly using the sales system. Each sales module is made up of four identical shelves. Three identical sequences per shelf provide plenty of space for extensive ranges of products. Furthermore, BakeOff 2.0/2.1 systems can be combined or converted with shelves from BakeOff 3.0.



**MODULAR DESIGN**  
 Variable adaptation to each product range

## Freedom to change your product ranges

**Up to three different products** can be presented on each shelf. You can also adjust the angle of the shelves to make sure your products slide towards the front. This helps to generate an impact on sales.



## Individual service level

**Whether you opt for a cleaning module, supply drawer, disposal unit, bag dispenser or wooden trim** – the service shelf can blend in perfectly with the requirements of your store.



*Increased revenue and greater convenience*

■ The **“Cool” convenience module** enables you to use cross-selling to increase revenue. Your bread slicing unit can be integrated into the “Cut” service unit.



**REFRIGERATION MODULE**  
can be integrated into the existing design

*Convenience module for cross-selling*

**With the cooling module**, you can achieve higher revenue through cross-selling. It can be used enhance the appeal of convenience products such as salads, wraps and drinks to your customers, generating additional sales.



*Integration of a bread slicing machine*

**We would also be happy to integrate your bread slicing machine** into BakeOff 3.0. The baked goods tower forms a seamless unit. Additional benefit: the extra sales level above the bread slicing machine.



# The BakeOff 3.0® building kit at a glance

*Sophisticated, detailed solutions*

■ **BakeOff 3.0 was developed in close cooperation** with our retail partners and meets all the key demands of cutting-edge store fittings.



**1 BAKED GOODS TOWER WITH REFRIGERATION**

Service tower for presenting refrigerated goods on the top two levels. Beneath this, two levels for baked goods. Stainless steel refrigeration element. Constant refrigeration on both levels. Adjustable refrigeration from +6 to +12 °C. Refrigeration technology integrated in the service area. Energy-efficient LED lighting. Plinth cover with integrated bumper profile.

**2 BAKED GOODS TOWER, BASIC MODULE**

Sales tower for baked goods with open back panel for filling from the front and behind. With glass roof made from single-plate safety glass (ESG). Optional back panel with wooden finish.

**3 BAKED GOODS SHELF**

Design with single-plate safety glass (ESG) for high transparency and safety. Three identical sequences per shelf. Hygiene covers to protect against coughs and sneezes, with automatic soft-closing and built-in price rail. Energy-efficient LED lighting. Optional accessories: Pick-up tongs with casing and coiled cord.

**Design of the baked goods shelf:**

**3.1 Wooden baked goods shelf,**

1-piece design. Separation with glass partitions.

**3.2 Plastic baked goods shelf,**

3-piece design that stands on a chip board shelf. Separation with glass partitions.

**3.3 Plastic baked goods shelf,**

deep, one-piece design for high-volume items.

**4 CENTRAL CRUMB COLLECTION TRAY**

Removable, central breadcrumb collection tray for cleanliness and hygiene underneath the modules.

**5 SERVICE LEVEL**

- Service level perfectly suited to your needs. Choice of units:
  - Hygiene drawer with insert for disposable gloves and waste box
  - Storage drawer e.g. for housing a vacuum cleaner or step
  - Use of paper bags for packaging baked goods
  - Front panel in wood finish.
- All units have a plinth cover and integrated bumper profile.

**6 BAKED GOODS TOWER FOR BREAD SLICING MACHINES**

Service tower for bread slicing machine with a baked goods level on top. Glass roof made from single-plate safety glass (ESG). For design of baked goods shelf, see 3.1-3.3 Optional rear and side walls in wood finish.

## Baked good shelves

Design made from high-quality wood or easy-clean plastic.

3.1



3.2



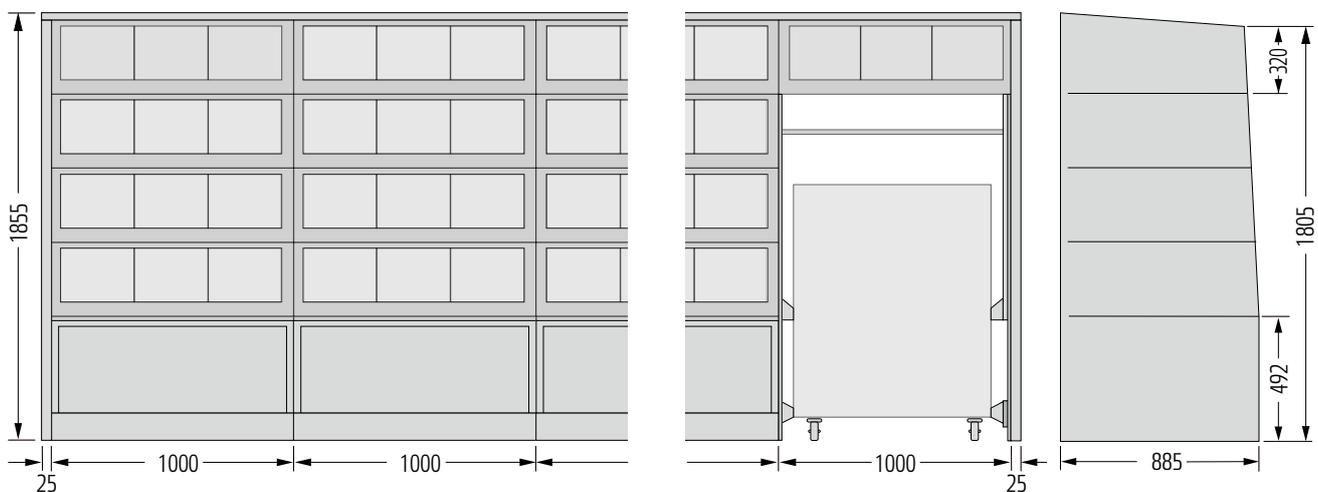
3.3



## The perfect design for every store

■ Thanks to its modular design, **BakeOff 3.0** will blend perfectly into your store.

The design can be adapted to any requirement thanks to a number of colour options and shades.



Body wood décor	
H1146 Bardolino oak grey	R5690 Classic wenge

Module colours		
7021 Black/grey	7422 Matt umber grey	9261 Matt iron shimmer

### Safety

#### Shock and impact-resistant

Single-plate safety glass (ESG) in the output module ensures a high level of safety during use.



### Convenience

The automatic soft-closing function gently and quietly closes the hygiene covers.



### DIN standards committee

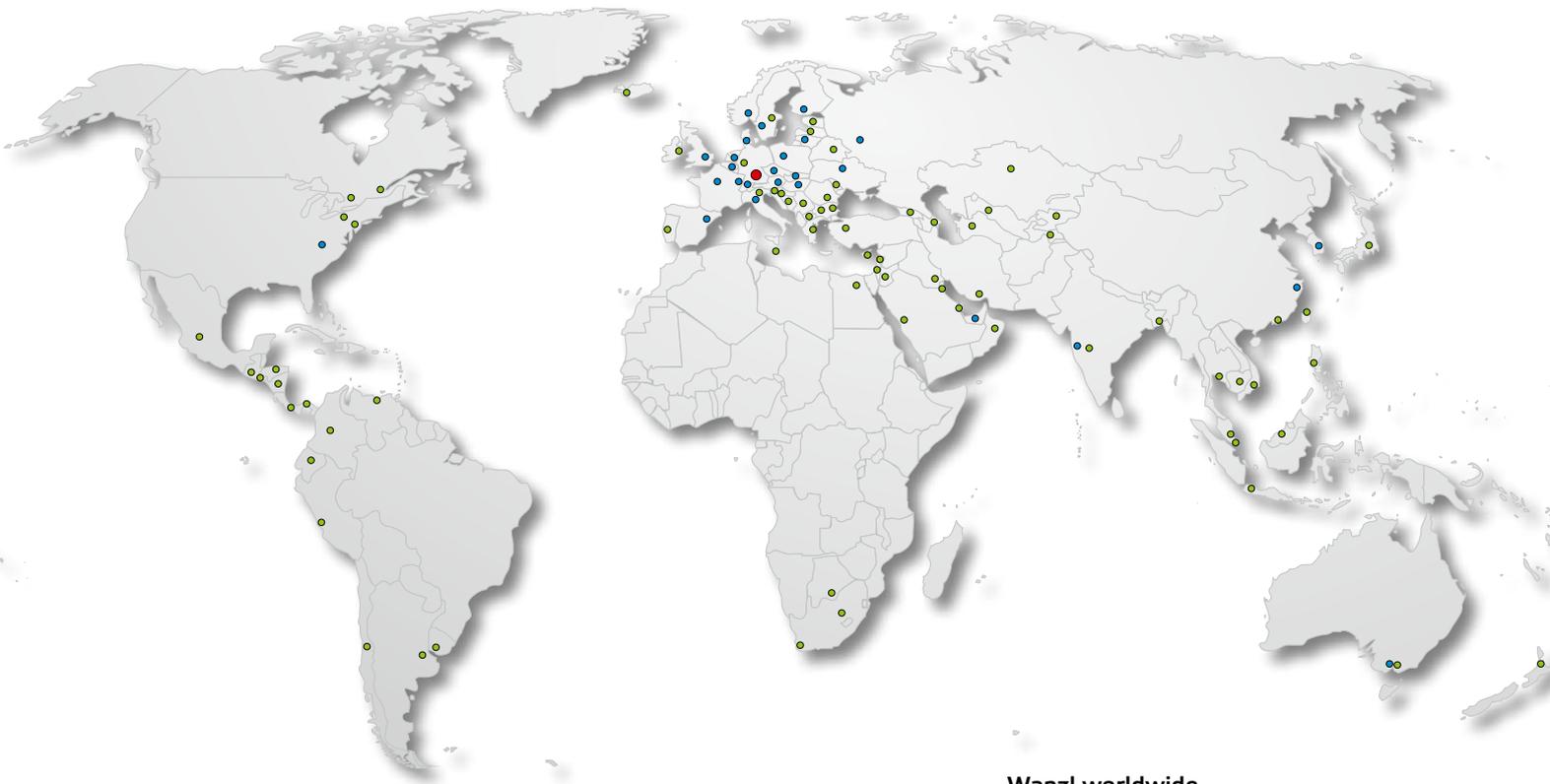
In order to keep up to date with the latest **food hygiene standards**, we are represented on the DIN standards committee "Bake-off stations in retail".



### Certified safety

The electrical components, structural stability and hygienic aspects have been tested and certified by TÜV SÜD.





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