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## **Bakers continue to delight despite retail gloom**

Bakers Delight, Australia's most successful bakery franchise, is predicting a strong increase in numbers of new franchisees attracted to the business in 2012, a trajectory which is in stark contrast to the mood of the broader Australian retail franchise industry.

Across the sector, volume of enquiries from potential franchisees continues to decrease, according to the most recent PwC Franchise Sector Indicator Report. Enquiries have fallen from an average of 40 per month in 2009 to 30 in 2011. In direct contradiction to this trend, Bakers Delight not only exceeded its franchise acquisition targets in 2011 but has far more bullish expectations in 2012.

Bakers Delight has already put in place 35 new franchisees this financial year, surpassing the numbers established for over three years and outstripping the national average. The business anticipates that this will continue to drive steady growth in a retail market that has been impacted by low consumer confidence.

Bakers Delight predicts strong financial performance for FY12, expecting to reach a global sales turnover of \$587m. As a result the business is continuing to expand its franchise operations, seeking 100 new franchisees in Australia and New Zealand and 50 in Canada for FY12.

Locally, much of the recruitment will be reflective of a mature franchise with opportunities in new and existing locations. Expansion in Canada under the COBS Bread brand will be part of an aggressive plan to more than double operations by 2015, growing from 70 bakeries to 150.

Lesley Gillespie, co-founder and CEO of Bakers Delight said: "Our product is a staple that continues to stack up despite retail pressures.

"Consumer demand for fresh bread and a unique service offering has fuelled our longevity and continued growth, with 31 years of experience and 700+ bakeries.

"In FY11 we took on 50 per cent more franchisees than in previous years – in FY12 we've already exceeded expectations.

"We know our training, ongoing one-on-one operations support, systems and procedures are established and successful, we simply need the right people to create their own future, build a strong presence in the community and take advantage of our tried and tested retail opportunity.

"Our intent is to be around for another 31 years. I am confident that our proven business model and continued expansion will enable us to achieve just that," Lesley said.

**MORE**

Bakers Delight has a 13.8 per cent share (Roy Morgan single source data September 2011) of the Australian bread market. The company predicts this share will grow with its aggressive expansion plans. For more information about Bakers Delight franchise recruitment opportunities visit [bakersdelight.com.au](http://bakersdelight.com.au) or call 1300 309 759.

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