

What makes Waldrons different to other dessert manufacturers?

Waste – Limited waste as each portion can be served as required no more guessing games about how many portions will be required.

Alternative – Can be used as a backup supply alongside current desserts, as an alternative to having to tell guests that you have run out of dessert for the day...leaving someone missing out.

Larger Selection – Due to the “serve as required” nature of this product, your customer can supply a larger offering of desserts, as one portion can be taken out as required ...they don't have to remove a whole dessert just for one customer!

Dual Purpose – Can be displayed in a cabinet and won't just melt away, will hold their shape for days OR can be served in pre portioned segments with the minimum of defrost times.

Range – Fantastic Range within the “Ice Cool” (Freezer to Table) Range..... Not just Ice cream based options!

Owned - And Run as a Family business in Devon, so doesn't have that overly mass produced feel, these desserts really are hand finished!

No Defrost – Ideal when demand fluctuates, just take a slice from the freezer and serve....no need to defrost for hours.

Sales – With no waste, easy portion control and popular flavours you can be sure that you will receive the maximum amount of profit available.

Waldrons Key Selling Points – Freezer to Table Desserts

Overview of Main Benefits of Waldrons Range

- Waldrons are high quality, hand finished frozen desserts made in Devon. It is a family owned and run business.
- No defrost required on desserts in the Freezer to Table range. This means they can be served either in about 10-15 minutes at room temperature or in a few seconds in the microwave on defrost.
- Most desserts are pre-sliced and interleaved to allow them to easily be served from the freezer and give portion control. Customers can serve the desserts one portion at a time in this way.
- These desserts are designed to be dual purpose. This means they will stand in the display cabinet as per a traditional dessert or can simply be served from the freezer without defrost times giving complete flexibility.
- For use in a display cabinet but with lower volumes of sales the customer can choose to simply remove part of the dessert from the freezer to display. This will again be ready to serve within 10-15 minutes at room temperature.
- There is no wastage and no lost profits. In the past traditional desserts which are not sold are often thrown away whereas with these desserts every last slice can be sold – no loss of profit and maximum margin achieved on every dessert without any risk for the customer.
- Customers are able to offer a wider selection on their menu without worries about wastage or not having all the desserts defrosted and available all the time.
- There are very limited alternatives to these desserts with the only other option ice cream desserts. This will give you a very strong point of differentiation when talking to customers about dessert options.
- Menus provided free of charge that will show up to 6 dessert options & also a smaller Waldrons brochure which will just show the ranges that you stock.

Target Market

- Ideal for areas where demand fluctuates.
- Customer type is mostly profit sector and includes pubs, cafes, restaurants, hotels, outside caterers and buffet menus, garden centres, tourist attractions etc.
- Customers who would like to offer a full range of desserts without worrying about variations in demand and either wasting dessert in periods of low volume and not having dessert available in periods of high demand due to long defrost times.
- Staff with limited expertise can easily manage this range which helps if there is not always someone on site to deal with making homemade desserts or who can wait for a long time while a product defrosts.
- Customers who want quality desserts with full flexibility, ease and control.



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