

supermarket

# PERIMETER

www.supermarketperimeter.com



+  
**Branded  
baked  
goods**

# GOING

# P

#BXNDFQP \*\*\*\*\*AUTO\*\*SCH 5-DIGIT 07006 FSSD  
#110086356077#  
DAVID HARRIS  
PRESIDENT  
ORIGINAL BAGEL COMPANY  
2 FAIRFIELD CRES  
WEST CALDWELL NJ 07006-6205  
0002  
00001  
P0001  
00004

**MARCH 2019**

**SERVICE VS.  
SELF-SERVICE**

**MEAL KITS**

**POKE**

# Bagels

BY RYAN ATKINSON

## What makes the perfect bagel?

If you ask Dave Harris, co-founder of West Caldwell, New Jersey-based Original Bagel, it starts with the crispy exterior shell of a boiled bagel. But that exterior isn't good enough by itself. The bagel also has to include a soft, flavorful inside.

"That takes a lot of practice and teamwork to achieve," Harris says, mentioning that Original Bagel – which provides fresh bagels to instore bakeries, bagel shops and delis – has been achieving the desired bagel consistency since 1995.

And how is the vaunted perfect shell achieved? For starters, it's not as much about the water, dispelling the popular myth that New York's harder water is responsible for the crispy exterior. It's more about the boil.

Chilled dough rings are typically poached or boiled in a solution of water and malt barley for anywhere from 30 seconds to three minutes. The Culinary Institute of America says this pre-gelatinizes the dough's starch, which locks the liquid inside, expanding the interior. This boiling also thickens the crust, which is vital in order to produce a chewy bagel.



While bagels are primarily marketed as a breakfast food and the majority of bagel sales still occur during the morning daypart, consider prepackaged bagels to boost sales throughout the day, when shoppers might be purchasing for later consumption. Bagels can also be a hearty, filling option for sandwiches.

## HOW TO TAP INTO BAGEL superconsumers

**WAVE 1** Appeal to shoppers already in the store. Bagel bit cups can provide an energy-rich boost to satisfy a craving. This appeals to shoppers in the store, who don't want to make an extra stop for snacks or don't want to buy snacks at foodservice.

**WAVE 2** Convert potential superconsumers. Create group-buy bagel boxes designed to maximize time and cost effectiveness. Bulk boxes are easy to pick up at the bakery and are for people who need solutions fast.

Source: IDDBA

**WAVE 3** Draw in more shoppers. Invest in technology that expands the market by offering pre-order services and coupons. This can draw people who need something for immediate consumption or want to treat themselves.

**Bakery:** Bagels



**Not your normal bagel**

Harris says the goal of Original Bagel — as the name might suggest — “is still, and always will be, to produce the best of plain bagels.”

But every category needs excitement added every now and then. Original Bagel spices things up a bit with its Asiago Cheese bagels, which Harris says continue to draw customers. A little more out of the box are the company’s Rainbow bagels, which have recently become a consumer favorite.

The Rainbow bagel got its start at the Bagel Shop in Brooklyn nearly 20 years ago and it has recently become a key addition for many bagel producers. Batches of dough are given bright colors and are flattened, layered and rolled. The result is a tie-dye effect that took the nation by storm in 2016 and continues to prove popular.

“I’m seeing many instore bakeries using our rainbow bagels to cross promote with other bakery products for National Unicorn Day on April 9,” Harris



**Non-GMO  
Fruit Pies  
100%  
Real Food**

Delicious, Pure & Simple

Quality, Variety & Innovation Since 1945  
gardnerpie.com ■ 330.245.2030



Look for the Butterfly!  
Providing Verified  
Non-GMO Choices



## VEGAN OPTIONS

Throughout the month of February, Einstein Bros. Bagels, Lakewood, Colorado, tested a dairy-free shmear, featuring a creamy, light texture and salty, tangy flavor, in response to growing demand for plant-based foods and beverages. The product was developed in partnership with Daiya Foods, Inc., Vancouver.

About 70% of the bagels on Einstein Bros.' menu are dairy-free, including plain and everything varieties.

## Instore challenges

Instore bakeries face situations bagel shops and other retail bakeries may not face. For example, instore bakeries often open and close freezer doors while cycle baking throughout the morning in order to keep product fresh and provide customers the theater of baking.

Sometimes bakers will keep cases out of the freezer entirely for an hour or so as they prepare to bake. But those temperature changes can create frost burn on exposed product. To combat that, Original Bagel provides what it says is a unique pillow-pack, which seals individual layers of 15 bagels until they are ready to use.

Instore bakeries also sometimes face a lack of freezer space. This might require the purchase of high-volume flavors such as plain and everything in larger boxes, such as 75-count, while purchasing lower volume flavors in smaller, more efficient boxes.



# Spread-N-Ice<sup>®</sup> Icing

We've got decadence covered!



**Lawrence Foods**

Imaginative • Agile • Proven

Call for more information: (847) 437-2400

2200 Lunt Ave Elk Grove Village, IL 60007

[www.lawrencefoods.com](http://www.lawrencefoods.com)