



Making bread . . . Brumby's boss Michael Sherlock at a GO store yesterday.

Picture: ROB MACCOLL

## Brumby's fresh look at stores

By LILIANA MOLINA

LOAVES of bread won't be the focus of the new look Brumby's GO stores, which are taking on the likes of sandwich giant Subway.

The company is in final negotiations for sites in Melbourne and Sydney.

The second store will open in Brisbane next week after the first outlet at Southbank doubled its turnover in the first month.

Managing director Michael Sherlock said the stores were developed to take advantage of customer demand for ready-to-eat fresh food on top of a need to find new ways of making bread to cover a shortage of skilled bakers.

New types of ovens also made it easier to bake bread products in a small physical area, he said.

The product lines include filled baguettes, rolls, sausage rolls and sweet and savoury pastries.

"Traditionally 60 per cent of the bread sold at Brumby's is taken home and consumed, but the idea of the Brumby's GO is 'baked to go' where 90 per cent of the products are ready for the consumer now," Mr Sherlock said.

"The concept is more suited to food courts.

"People already understand Brumby's because of the bread."