

START YOUR OWN  
**EXCITING  
 BUSINESS  
 TODAY**  
 Fresh bread, cakes or biscuits

Attract  
 new customers and  
 increase client traffic  
 and turnover!

**The Hot Bread Shop Concept**

Imagine producing fresh, warm bread from your small superette, café or supermarket. Imagine how this will **attract new customers and increase client traffic**. No one can resist warm loaves and crispy rolls served fresh from the oven, and you should expect overall turnover to increase significantly. Alternatively, by introducing this novel concept to a new market, budding entrepreneurs can start a flourishing new business, and reap excellent rewards.

**HOW**  
 Affordable, manageable and professional, the Hot Bread Shop makes it possible for you to install a thriving bakery in a space as small as 110m<sup>2</sup>. For a **relatively low capital investment** you are able to add a unique profit generating business to your store, or to create a thriving new business – and will feed your community delicious fresh baked goods in the process.

By definition, a Hot Bread Shop sells a selection of breads and rolls. Adding certain confectionary equipment from our range will upgrade your shop to full scratch bakery and broaden your product offerings to include pastries, cakes and doughnuts.

The size of shop you choose will depend on two variables:  
 1. The amount of floor space available.  
 2. Projected sales figures.

This Hot Bread Shop concept is currently **available in three sizes** – the larger the bakery, the higher the production capacity and output speed. The Macadams Baking Systems portfolio contains all the equipment, products and expertise to assist you in running a profitable concern. We also offer after sales services and technical services in all countries, providing you with back up support. Review your choice of options and a breakdown of equipment inside this brochure.

**WHY**  
 Macadams has been in the business of manufacturing and supplying baking equipment for more than one hundred years and a Macadams Hot Bread Shop is designed to be set up easily and operate smoothly. You also require **No Previous Baking Experience** – by working with Macadams you will be exposed and introduced to a wide network of suppliers, able to provide you with all the ingredients you need to produce a high quality range of baked goods at cost effective prices.

We have developed excellent working relationship with the industry's most trusted suppliers and are happy to assist you in forging your own relationships with them. This is a proven and cost effective business model that ensures a higher profit margin for you!



Add a unique  
 profit generating  
 business to your store  
 or create a new one.

**Macadams International** has been manufacturing and exporting baking and food service equipment since 1904. We are the preferred supplier to hundreds of international clients in over 80 countries worldwide.

Our dedicated range of products, combined with our industry experience, means we are perfectly positioned to provide wholesale food producers, retail outlets and dealer networks with everything needed to run a successful concern.

We pride ourselves on our innovation and technical after sales support. Our modular solutions model allows clients to build their business in stages, and you will have our ongoing support as your venture grows and expands.

Our sales and after sales divisions are comprised of a team of professionals with a wealth of industry knowledge. Longstanding relationship with many leading world principals distinguishes us as preferred suppliers in the food industry internationally.

For equipment durability, operator safety, energy efficiency, proven productivity and excellent returns on investment, Macadams International is the name to trust.



**Cape Town Head Office and Exports**  
 PO Box 199, Blackheath, 7581, South Africa  
 T +27 (0)21 907 1000  
 F +27 (0)21 907 1111  
 E info@macadams.co.za  
 www.macadams.co.za



branding | gstralia.co.za



\* Please Note: Technical specifications may vary according to country.

