

TABLE 4.7: COMPARISON OF CURRENT/ ACTUAL PURCHASING AND PREFERRED BREAD ASSORTMENTS

Assortment	Current / actual purchasing	Preferred purchasing	Difference
Seeded	19%	42%	23%
Sourdough	6%	29%	23%
Ciabatta	8%	40%	34%
Rye	12%	28%	16%
High protein	22%	42%	20%
High fibre	32%	58%	26%
Low GI	26%	49%	23%
Gluten free	8%	18%	10%
Flat breads	16%	43%	27%
Heat and eat	13%	24%	11%
Freshly baked	31%	79%	48%
Rolls & buns	32%	52%	20%
Un sliced	16%	21%	5%
Sliced	85%	76%	9%