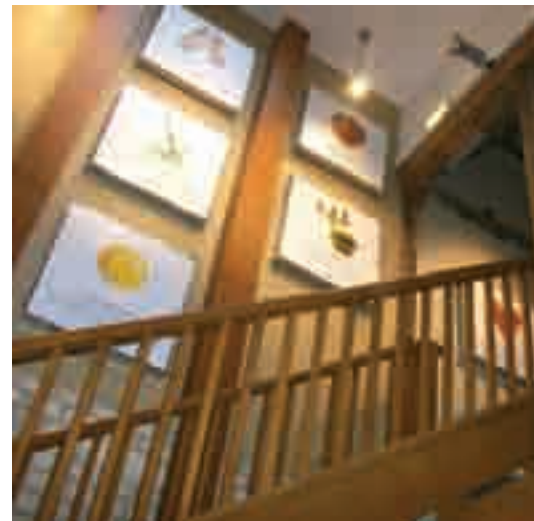




Pret A Manger creates handmade, natural food, avoiding the obscure chemicals, additives and preservatives found in much of the 'prepared' and 'fast' food on the market today. For more than 20 years it has kept quality and service at the heart of its business, focusing on high standards for both its food and staff.



Market

First making its mark in city locations populated by workers, today Pret A Manger serves more than one million people a week in prime sites across the UK. Operating 225 shops in the UK, New York, Washington DC and Hong Kong, the company has an annual turnover in excess of £200 million.

Pret's competitors encompass sandwich bars, coffee shops and fast food outlets. The sandwich market has experienced significant growth over the last 10 years and is now estimated to be worth around £3.5 billion (Source: The British Sandwich Association 2007), while the coffee shop market was estimated to be worth £1.2 billion in 2008 (Source: Mintel).

Product

From the outset, Pret A Manger has built its business on two key ingredients: fresh food and professional people. Rather than operating as a franchise, each outlet runs like



a restaurant with almost every shop having its own kitchen and using organic and free-range produce wherever possible.

The brand's product offering focuses on simple, confident flavours. Available to eat-in or take-away, fresh sandwiches, salads, hot wraps and soups are prepared daily and sweet

treats such as chocolate brownies and carrot cake are also available. Attention to detail drives product development; the Pret Chocolate Brownie, for example, has changed 34 times with each alteration to the recipe designed to further improve the flavour.

Pret's Baristas serve a range of tea and coffee and use only organic, Fairtrade™ and Rainforest Alliance coffee beans which are used within two weeks of roasting to ensure freshness – a policy that sets Pret apart on the high street. In 2009, Pret's regional shops introduced filter coffee priced at 99p, offering the same 'Just Roasted' coffee but at a more accessible cost.

Achievements

The emphasis on staff and customer satisfaction has paid dividends for Pret A Manger. Its accolades include featuring in the Guardian's list of Britain's Top Employers in 2008; winning Best Vegetarian Sandwich of the Year 2007 from The Vegetarian Society; being named first in the Food Service Top 50



awards in 2005, taking second place in 2006; and scooping two GreenFleet awards in 2006 for its electric vans.

The company is looking at all aspects of its business as it strives to be more sustainable, addressing packaging, recycling, food waste, energy and food. To name just a few of its initiatives, the majority of its shops have customer and back of house recycling facilities, the company uses electricity from 100 per cent green sources, and air freighting fruit and vegetables is avoided. In 2008 Pret reduced the number of plastic bags used in its outlets by 28 per cent simply by asking its customers if they needed one.

Pret's longstanding association with charities for the homeless remains an integral part of the company ethos. The Pret Charity Run operates a fleet of electric vans that deliver more than 12,000 fresh meals to shelters for the homeless in London each week.

Recent Developments

In response to the current financial situation, Pret A Manger has developed a range of affordable sandwiches to appeal to those watching their pennies. The range is focused on affordable, simple sandwiches using the

same high quality ingredients and includes Simply Ham & Mustard and Free-Range Egg & Bacon. A total of 10 options priced at less than £2.50 are available, including four 'kids only' variants such as Organic Strawberry Jam & Butter and Dolphin-friendly Tuna & Mayo. The 'kids only' sandwiches complement the colouring books and pencils currently available in Pret's regional shops.

Promotion

Pret A Manger's philosophy is to communicate with its customers without the aid of traditional PR teams. It doesn't use mass media and direct marketing, instead focusing on investing in its staff and the quality of its food. Its total communications expenditure is budgeted to be less than 0.4 per cent of sales, unlike many other food retailers who spend up to seven per cent of sales on communication.

The shops and packaging are used as channels through which the brand – known for its use of humorous and quirky images of food – is promoted. In 2008 Pret refreshed its communications to include Passion Facts. These give insights into the company's thinking and approach to food and include everything from the type of mozzarella it uses to how it trains its staff to slice vegetables.

As with many retailers, Pret's shop fronts are an important part of its promotion and in particular, its external menu signs are something of a billboard. Fully redesigned, they act as a signpost to the shops while also carrying the 'Just Made' menu, giving potential new customers – or less regular customers – a chance to see what it offers.

Brand Values

The Pret A Manger ethos is one of simple, delicious and flavoursome food served by staff who take pride in their work. The brand personality is underpinned by core values of: a passion for food, enthusiasm, integrity, honesty and belief in its convictions with an uncompromising stance on quality and commitment to innovation.

pret.com



Things you didn't know about Pret A Manger

In the UK, Pret A Manger's Baristas serve more than 400,000 hot drinks each week.

Each year, Pret donates more than 1.7 million products to homelessness charities across the UK, saving up to 250 tonnes of food from ending up in landfill.

Whenever a customer acknowledges the quality of their service, a member of staff is awarded a solid silver star designed by Tiffany & Co.

1986	1990s	2001	2007	2008	2009
On a mission to serve up freshly prepared, good, natural food, Julian Metcalfe and Sinclair Beecham open the first Pret A Manger at 75b Victoria, London.	Pret A Manger becomes the first retailer to replace plastic sandwich boxes with cardboard versions. Today, all its sandwich boxes are 100 per cent recyclable and compostable.	The McDonald's Corporation buys a 33 per cent non-controlling stake in Pret A Manger, facilitating expansion outside of the UK.	Eat With Your Head, Pret A Manger's proper eating campaign, is rolled out.	Pret A Manger is sold to Bridgepoint, bringing an end to the relationship with McDonald's. Pret A Manger management retains 33 per cent of the company.	Pret A Manger has 225 shops across the UK, New York, Washington DC and Hong Kong and the Passion Fact campaign is introduced.