



# CONCEPTS GUIDE

BRANDING YOUR BUSINESS WITH BIG AL'S





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# Welcome



No longer are customers simply looking for a quick food fix – more and more they are seeking out exciting dining occasions that satisfy desire for the ‘new’; increasingly looking to operators to deliver on taste and experience, too.

“With this in mind, Big Al's has developed a series of branded concepts, designed to unlock your outlet's full potential, whatever your customer demographic or sector specialism.

“The key to driving sales lies in your ability to tap into trends and tailor your offer to meet customer demands. Our innovative branded concepts allow operators to achieve this; themed around some of the most popular food developments, our concepts are a cost effective, efficient way to upgrade your food offer.

“Via this guide, you'll discover the benefits of our concepts including; Big Al's Burger Bar, Big Al's Foodies and Big Al's Diner. Each with its own individual style, Big Al's concepts share one common goal: to support caterers in driving revenue and footfall, whilst serving up trend led menu solutions that resonate with customers, giving them a reason to return time after time.



**Darragh Gillhawley,**  
**Head of Business Development, Big Al's**





# Why Big Al's?

In an increasingly crowded market place, it's more important than ever before that operators ensure their outlet stands out from the crowd. By offering customers an attractive dining environment, you'll compete with high-street chains, resulting in additional footfall and profit to your till.

With this in mind, Big Al's have developed a portfolio of innovative foodservice concepts, designed to elevate the appeal of your outlet to a wider audience than ever before, whatever your sector.

From conception to delivery and beyond, Big Al's work collaboratively with our partners to develop fully-branded solutions, which serve up more than just great tasting food, but an immersive customer experience too. Pair this with our exemplary on-going support package, first-class product range and bespoke marketing and POS collateral, Big Al's concepts deliver a recipe for success.

# Flexible Solutions

Big Al's have devised a series of concept support packages which can be tailored to meet your business needs and exceed your customers' expectations.

So, whether you're getting started with a food offering for the first time, or planning on building upon your current proposition, we are on the look out for like-minded partners that share our passion for great tasting food, served in style.



**1**

**PACKAGE ONE**

Average Investment  
**£1,000**



**2**

**PACKAGE TWO**

Average Investment  
**£2,000**



**3**

**PACKAGE THREE**

Average Investment  
**£3,000**

### PACKAGE ELEMENTS

Design	● ● ●
Bespoke Design	●
Print & Install	● ● ●
Menu Board Engineering	● ● ●
Packaging Solutions	● ●
Downloadable Assets (Menus, Posters, Imagery)	● ●
Digital/Social Media Content	● ●
POS	● ●
Equipment Recommendations & Advice	● ● ●
Online Profit Calculator	● ●
Operational Toolkits & Staff Training (SOP's, Alergen info, Recipe Builder, HACCP)	● ●
Ongoing Marketing Consultancy	● ● ●
Uniforms/Packaging/Branded Collateral For Purchase	● ●

**£22bn**  
value of the branded dining market in the UK in the next five years<sup>1</sup>

**69%**  
of students are more likely to buy food & drink from a branded outlet<sup>2</sup>

**55%**  
growth in branded restaurants in the UK over the last decade<sup>3</sup>

**2/3**  
of adults use leisure venue catering outlets<sup>4</sup>

**43%**  
of sports venue visitors would like to see a greater variety of food choice on offer<sup>5</sup>



<sup>1</sup>EY <sup>2</sup>TUCO Student Eating and Drinking Habits 2014 <sup>3</sup>Savills Casual Dining Report 2016 <sup>4</sup>Mintel 2016 <sup>5</sup>YouGov Poll 2016

# BIG AL'S BURGER BAR

LIFE'S GREAT AFTER  
A BURGER

BIG AL'S HAVE LONG BEEN IN THE BUSINESS OF DELIVERING GREAT TASTING BURGERS, AND THIS BRAND NEW BURGER BAR CONCEPT HAS BEEN DESIGNED TO HELP OPERATORS TAP INTO THE GOURMET BURGER TREND. ITS CONTEMPORARY LOOK AND FEEL COMMUNICATES QUALITY, WHILST RUSTIC ACCENTS DELIVERED VIA THE CONCEPTS AESTHETIC HINT TO THE TASTE EXPERIENCE AHEAD

## TRANSFORM your outlet into a BURGER BAR

MODERN  
CONTEMPORARY LOOK  
RUSTIC  
WOODEN EFFECT



Grab & Go  
IDEAL FOR  
FAST-PACED CATERING  
ENVIRONMENTS



- WHERE
- EDUCATION
  - LEISURE
  - STADIA
  - FOOD TO GO

### SERVE UP *Success...*

From flame cooked burgers to wood smoked hot dogs, fully traceable from farm to fork, premiumise your proposition by adding gourmet twists to your dishes.

#### 50Z PRIME BURGER SMOKED STACK

- Big Al's 5oz Prime Burger
- Toasted Brioche Bun
- Smoked Bacon
- Sliced Gouda
- Hickory Smoked Onions
- Griddled Tomato

Don't forget to add a generous dollop of burger sauce, mayo or ketchup to taste.



“

“With three of the Big Al's branded concepts installed in our theme parks, we have been able to change the whole dynamic of our food offer.

“While the Big Al's Diner has helped us drive sales with customers eager to indulge, the Deli Delicious branded concept has helped us encourage families to eat out while visiting our park. The Grill Guru concept has ensured our food proposition is relevant all day and we can appeal to all demographics.

“Using Big Al's branded concept has improved our food offer, but has also revolutionised the sales and marketing potential within our theme park.

“Customers are now drawn to our various outlets due to the eye-catching branding and are confident the food will be of the highest quality, which is exactly what we wanted when we implemented the concepts.”

Marc Taylor, Director at M&D's

”

**BIGAL'S**  
*Diner's*

*Big on Taste*

WHERE



**BIG ON Taste**  
EVEN BIGGER ON  
*Profit*

WITH ITS 1950'S VIBE, BIG AL'S DINER WILL ENCOURAGE YOUR CUSTOMERS TO TAKE A BIG BITE INTO THE GREAT TASTES OF THE USA. WHETHER YOU'RE SERVING UP A DOUBLE-STACKED BURGER OR A LOADED HOT DOG, THIS CONCEPT DELIVERS AUTHENTICITY, WITH ITS ICONIC DESIGN EMULATING EVERYTHING AMERICANA.

*iconic*  
**DESTINATION DINING**

*authentic*  
**USA THEMED DESIGN**

SERVE UP  
*Success...*

A classic American diner calls for a classic American dish. Why not consider trying this mouth-watering best seller on your menu?

**GOURMET DOG**

- Big Al's Gourmet Hot Dog
- Brioche Hot Dog Roll
- Crispy Onions
- Bacon Crumbs

**40%**  
uplift in sales

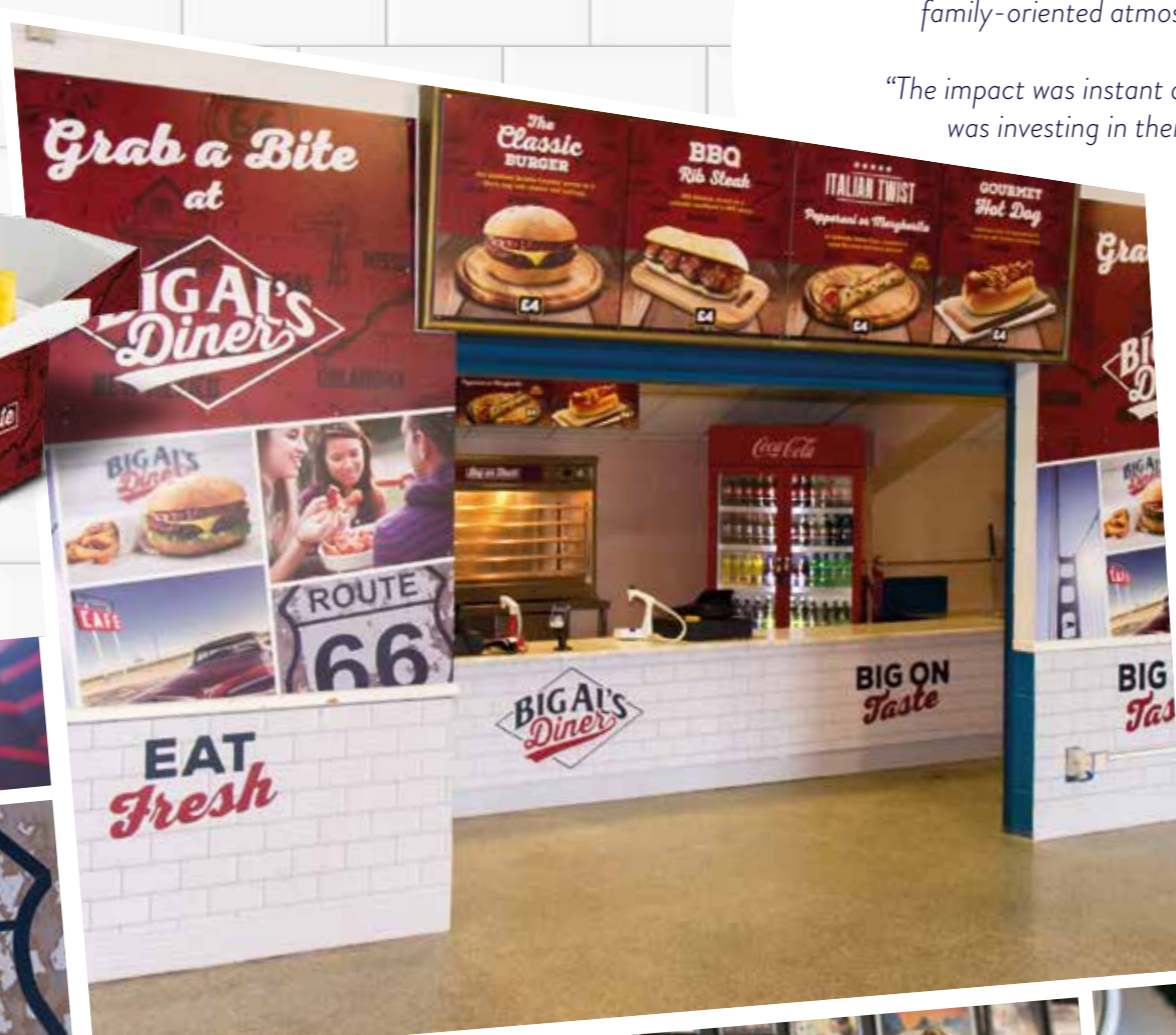
“We loved the Big Al's branding idea to transform a kiosk here at Leeds United. It has created a vibrant, new experience for our fans which aligns the club with the latest food trends and catering solutions. The concept is fun and inviting which we felt was entirely in keeping with the family-oriented atmosphere at Elland Road.

“The impact was instant and fans felt that the club was investing in them, particularly those who make the cold journey out for our winter midweek games.”

Leeds United FC



Serve with American style mustard and ketchup – a real classic!



# BIG AL'S FOODIES

LOVE FOOD

WHAT MAKES A FOODIE? HERE AT BIG AL'S WE BELIEVE A TRUE FOODIE VALUES EXPERIENCE AS MUCH AS MENU CHOICE. THAT'S WHY WE'VE DEVELOPED A CONCEPT THAT DELIVERS ON STYLE AS WELL AS SUBSTANCE, CREATING AN IMMERSIVE ATMOSPHERE IN WHICH CUSTOMERS CAN CHOOSE FROM GOURMET GRAB-AND-GO OPTIONS AND LIGHT-BITES THAT WILL HELP GROW YOUR FOOD SALES.



## SERVE UP *Success...*

From filled wraps to loaded salads, tap into the snacking market to deliver profit whilst tickling your customers taste buds with fresh and fast food solutions.

### CHILLI LIME CHICKEN FILLET WRAP

- Big Al's Chicken Fillet
- Seeded Wrap
- Baby Gem Lettuce
- Red Onion Coleslaw
- Sliced Tomato

For a little extra zing, create your own zesty lime and chilli mayo.

FRESH & Tasty



BRIGHT,  
ENGAGING  
AND  
EYE-CATCHING  
DESIGN

DESIGNED FOR  
FOOD  
LOVERS

FRESH  
LOOK AND FEEL,  
ADAPTABLE  
TO ANY DINING  
ENVIRONMENT



University of  
HUDDERSFIELD

"We have 24,000 students here at Huddersfield University but, surrounded by a large city and competing high street chains, had struggled to provide a catered option that really appealed to them.

"Big Al's branding of the Mill Café has been really well received by students who are excited to try the new dishes each day and the look and feel of the café has been greatly improved. We've seen increased footfall, food sales and uptake of the university's overall food offer since introducing the Foodies concept."

Catering manager at  
Huddersfield University



# Activating your concept

Implementing a Big Al's branded concept is the first step towards increasing food sales and generating interest in your venues catering offering.

However, there are a few simple steps you can take to really to maximise its full potential, from engaging with your customers online before they step through your doors to tapping into the latest food trends from around the globe, ensuring your menu remains relevant and exciting visit after visit.



Here's our **top 5 tips** to maximise your concept...



**1**

## KEEP YOUR MENU FRESH

from seasonal specials to innovative twists on classic dishes, satisfy customers' appetite for trying something new by adding new items to your menu regularly.



**2**

## USE SOCIAL MEDIA TO SPREAD THE WORD

about your food outlet. Image led platforms like Instagram and Facebook are great ways of sharing mouth-watering snaps of your creations, and encouraging customers to do the same.



**3**

## CONSIDER YOUR FRONT OF HOUSE STAFF

as front-line brand ambassadors. If they are passionate about the products they are creating and selling, your sales will show it! Big Al's will work with you to train your team to the highest standards.



**4**

## THINK DIGITAL.

Consider online pre-ordering technology if you're operating in time-sensitive, footfall heavy locations like stadiums to banish the half-time rush, tapping into the convenience trend customers are calling out for.



**5**

## INCREASINGLY, CUSTOMERS ARE SEEKING OUT DINING EXPERIENCES, RATHER THAN A FAST-FOOD FIX,

so immerse them in your chosen Big Al's concept. From eye-catching menu boards, to packaging, point of sale material and even branded staff uniforms, create an atmosphere that inspires and excites alike.

**When you install a Big Al's branded concept you enter into a partnership with us, we'll always be on hand to provide support if you have any questions and to help come up with intuitive ways to make your food offering go further and work harder.**

# Getting started...

With experience within leading higher-education facilities, leisure venues and stadiums across the UK, Big Al's Foodservice are committed to delivering our unrivalled industry expertise via our innovative concept solutions and extensive product range.



1

## Visit our website

Where you'll find our full range of products as well as the innovative branded concepts we've been telling you all about!



2

## Contact us

We'll arrange a meeting with one of our business development team members to talk you through the process and we can decide on a concept.

3

## Order your product



Our products are widely available through wholesalers and regional distributors.

4

## Start selling!



This bit doesn't require any further explanation from us!

5

## Keep in touch



Our team will keep in contact from concept inception to installation and beyond, providing support and advice that will help grow your food sales.

## DELIVERING GLOBAL **EXPERTISE** TO EVERY CUSTOMER

Over  
years  
experience in  
the foodservice  
sector

30

Big Al's Foodservice is part of the Kepak Group, and is one of Europe's leading food manufacturing and trading companies. We aim for excellence in everything that we do – from innovative product launches, through brand and concept development to outstanding customer service and support. Kepak Group produce Rustlers, the largest micro-snacking brand in Europe, and make one million burgers a day for brands including Burger King, 5 Guys and Frankie & Bennys.

Big Al's comprehensive portfolio of pre-cooked, simple to prepare and serve options suits venues of all types and sizes. We provide advice, consumer insight and brilliant products to help you offer more exciting menus and do better business.

Our state of the art facilities allow us to deliver the highest standards of quality and food safety, as well as delivering brilliant service to our customers. We can trace every burger and chicken wing back to the farm, and we are constantly seeking to improve even further.

**BIG ON  
TASTE,  
BIG ON  
PROFIT!**

## Our range of innovative product solutions deliver on taste, quality and convenience.

Big Al's Foodservice can provide your business with quick and easy to prepare menu solutions that can be cooked from frozen in minutes – negating the need for extensive catering facilities or a trained chef.

To discover our full portfolio, which includes a range of gourmet burgers, hot dogs, chicken wings and more, visit our website or contact a member of our sales team to discuss your business requirements.







[BIGALFOODSERVICE.CO.UK](http://BIGALFOODSERVICE.CO.UK)



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