

LEIPURIN®



10 LEIPURIN HINTS & TIPS HOW TO SURVIVE AND PROSPER THROUGH COVID 19

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DEAR CUSTOMER,

- **Find some ideas** how to address current Corona challenges – **to survive and prosper** together through this major change. Applies to different companies no matter if operating in bakery, confectionary, foodservice or food industry market.
- We have combined some of our own Leipurin thoughts with learnings from our customers and some public references.
- The purpose of this guide is **to share some food for thought for your own consideration, to support and maybe trigger some ideas and activities that can help you keep the business rolling** and come out even stronger into the “new normal” that will be evident.
- You might surely have further ideas that you are already implementing. If so, we warmly welcome you to share your learnings back to us so we continue to progress further in providing **strong and continuous customer support**.

1. ADAPT YOUR ASSORTMENT

- Recommendation to **monitor consumer changes** in behavior and **product choices** e.g. packed products, healthiness, hygiene, on-the-go, indulgence with convenience
- Evaluate need for ensuring big supply for certain top products, **focused** assortment to generate volumes e.g. through retail
- Think **out-of-box** with **new ideas** how to attract consumers in new situation e.g. related to local buzz.

As an example new cool “toilet paper” shaped cake by a Finnish artisan bakery, it is selling like hot cakes, and gained global PR buzz even from China and Peru...



2. HIGHLIGHT LOCAL AND AUTHENTIC

- **Local and authentic products** are likely to gain traction especially now
- Demand is rising for products that are perceived as unique, better quality and more in tune with economic values which are about helping local producers and smaller producers
- Worth highlighting in consumer communication



PROVENANCE & AUTHENTICITY

People want 'somewhere' more than they want 'anywhere'.

Rising demand for products that are made by local and smaller producers, sustainable, safe, genuine and authentic.

Provenance brands justify premium prices

Morrisons THE NATION'S LOCAL FOODMAKERS Supporting your local foodmakers.

Kerrygold 全心全意 用心制作

TASTE PURE NATURE NZ NEW ZEALAND 100% WOLFE

Source: New Nutrition business

3. MAKE HYGIENE A PRIORITY

- Safety
- Packaging
- Hygiene at production and point-of-sale



Cleanliness now beats taste

In regular times, "great taste" is universally the thing consumers care most about when selecting a restaurant. But these aren't normal times, and perhaps somewhat predictably, *cleanliness today sits alone at the top of the list.*

Consider the marketing implications. Rather than the beautiful food visuals that restaurants have long relied upon to promote themselves, it may be more effective to *lead with a message around sanitation and safety.*

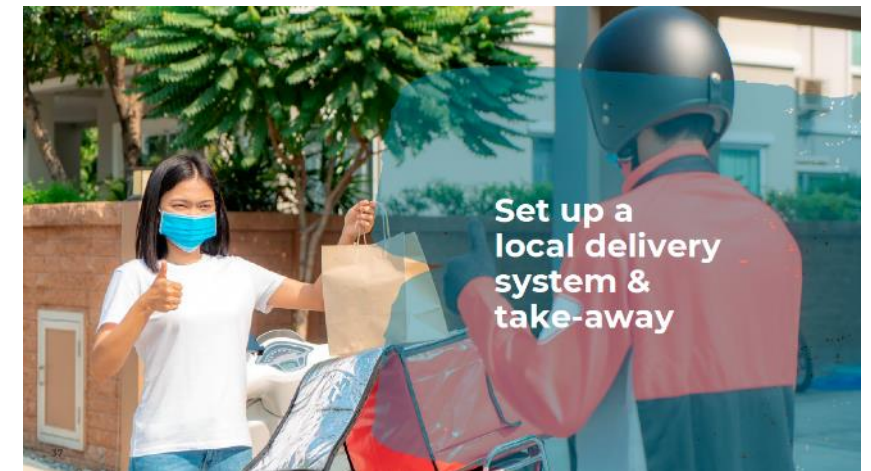
considerations when selecting a restaurant

Clean & sanitary	45%
Great taste	36%
Nearby	36%
Value	34%
Speed	23%
Healthy	22%
Variety	19%
Supporting restaurants that need help	18%
Good service / staff	14%
Locally / independently-owned	13%

Source: [Dataessential](#)

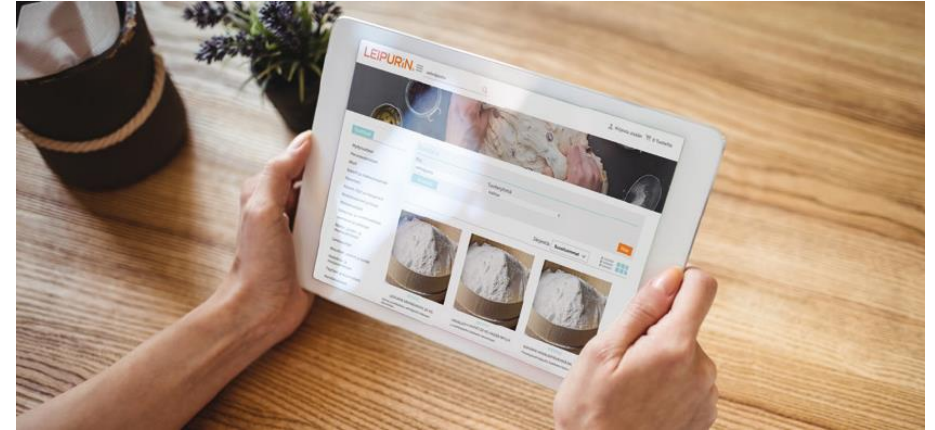
4. SET-UP NEW DELIVERY METHODS

- **Evaluate and implement flexible ways to deliver goods** to consumer – in a hygienic easy way e.g. ensuring local food and bakery delivery service
- Offer your customers the possibility to order and pick-up at their convenience or to have their order delivered at home



5. IMPLEMENT AN ONLINE STORE

- Digitalization is key - the importance of having an online store has increased
- Maximize your online presence 24/7
- Multiple vendors already offer quick and easy to launch online stores, for example www.squarespace.com and www.shopify.com
- In Finland: for example www.vilkas.fi and www.webeyond.fi



6. STAY IN TOUCH WITH YOUR CUSTOMERS

- Now is the time to deliver **open, transparent and frequent communication** to ensure **consumer trust**
- In time of crisis, these communication guidelines are worth considering:
 - Speed, accuracy and consistency
 - Keep it local
 - Be authentic
 - Lead with confidence
 - Be helpful
 - Don't speculate, stick to the facts



7. INTRODUCE LOYALTY INCENTIVES

- **Gift cards and loyalty incentives** – now is the time to drive these, even with an extra incentive on top
- Consumers are likely to support your local business and spread the word for you, but they want to do it in ways *that align with their current purchasing habits*. E.g. easy order and pick-up



8. CONSIDER LOCAL COMMUNITY INVOLVEMENT

- With authentic help
- With topic that relates to your brand, service, consumer promise
- This will contribute to positive brand love that will endure also after the crisis



Attached to every lunch bag from ForzaStorico is a note of thanks to the health care workers they are delivered to.

Credit: Dustin Chambers for [The New York Times](#)

Information source: Barry Callebaut

9. REACH OUT FOR LOCAL MONETARY SUPPORT AS APPLICABLE

- Many countries, governments and economical support organizations are helping entrepreneurs by offering monetary support, at least for business development projects
- Find out your local opportunities and apply
- Example in Finland: [Työ- ja Elinkeinoministeriö](#), [Business Finland](#)



10. BE PREPARED TO RE-OPENING AFTER COVID-19

- Plan scenarios how you see your customers behave and act
- Use challenging times also to develop new ways of operation that will continue post-crisis
- Opportunity to come out even stronger

