

Out of the Oven, Back on the Table

With popularity of the Atkins diet diminishing and the low-carb craze collapsing, bread is regaining its popularity among consumers. Overall bread sales are on the rise, just in time for the trendy sandwich chain, Quiznos, to nationally introduce three varieties of Toasted Gourmet Bread Bowls.

Yes, carb-lovers, bread is back. Quiznos has become the first national fast-food chain to sell bread bowls.

"Quiznos' Toasted Gourmet Bread Bowls are a delicious alternative to higher priced offerings from casual dining establishments and the traditional fare found at most fast food restaurants. You've never seen bread bowls done like this," said Chief Concept and Marketing Officer Tom Ryan.

Quiznos smothers each bread bowl in olive oil and garlic, toasts it with a layer of cheddar cheese, and fills the bowl with premium soup or chili, high quality roasted chicken or beef, and rings of toasted cheese.

Quiznos offers three varieties of flavors including Southwest Chicken, which features roasted chicken topped with a creamy corn chowder and melted cheddar cheese, Signature Steak 'N Chili, featuring tender steak topped with hearty chili and cheddar cheese, and Country French Chicken, a bread bowl that combines oven roasted chicken with broccoli cheese soup and topped with melted cheddar cheese.

High in carbs and calories, these artisan bread bowls are aimed at boosting dinner sales. Last fall, two Denver test stores showed that bread bowls accounted for 8% of sales, much of these sales occurring after 3 pm.

Each bowl costs \$5.49, competing with the higher costs of Panera Bread and Paradise Bakery & Café. Panera Bread sold more than 13 million bread bowls last year alone, and Paradise Bakery's bread bowl sales were not affected by the Atkins diet fad.

For more information on the comeback of bread, contact the FoodWise Group at www.foodwisegroup.com.