



Big dough in bread

Lisa Toia

CBD bakery BROT has made such a success of its recipe for European-style, fresh product that a quick expansion is planned for 2010.

Owners Heinz and Gen Frunz opened BROT in May 2009, after seeing a need for European-style products in the Brisbane CBD market.

"We bake during the day in front of the customer, it's fresher," Mr Frunz says.

"Traditional baking starts at 11pm at night, and they bake all night.

"At 6.30am we start baking, and we bake to order too."

The store, on the corner of Edward and Adelaide streets,

opens at 7am, and the first batch of product is ready at 7.15am.

Along with breads, croissants and pastries, the outlet serves German-inspired pretzels, gluten-free breads, salad rolls and coffee.

The couple, who settled in Brisbane in 2006 plan to open a BROT in the Creek Street office area. (Heinz migrating from Switzerland and an international hospitality career; Gen returning after 16 years working with Heinz overseas.)

"We haven't chosen a site, but around Creek Street we could cater to the offices there and (get) their morning traffic," he says.

"Also out around Ashgrove, Rosalie - the same concept, but open seven days a week. We need to look at the demand in different

areas."

The city stores will retain a Monday to Friday schedule.

Mr Frunz says he is taking the expansion one step at a time, and somewhere down the track he may consider franchising.

"There's no franchising plan in sight (at the moment). It's in the back of my mind, but we need to do it properly," he says. "Since opening BROT in May, we have had a 20 per cent increase in sales and have maintained our staffing levels at four shop assistants. We credit our ongoing sales growth and business success to a well-developed business plan, knowledge, promotional tactics and dedicated customers."



BROT BAKING: Co-owner Heinz Frunz and assistant Iris Wolfensberger. **Picture:** Marc Robertson

BusinessOwner
Every Monday>>