



**NEW**

# Churros

A QUICK & EASY SOLUTION  
TO MEET THE GROWING  
APPETITE FOR SWEET TREATS



# AVI-Insights

A decade ago, desserts were a restaurant afterthought, usually involving nothing more exciting than ready-whipped cream. Today, there's a franchised dessert restaurant on almost every major high street in Britain and **consumers are looking for a sweet treat that they can enjoy at any time of the day and especially on the go.**

Snacking is growing with

1 IN 5



**best selling new foods**  
are either bite sized or  
**hand held**

Churros is well placed  
to take advantage

Churros are



**riding the popularity  
of premium doughnuts**

Once simply the fare of  
fairgrounds and food  
trucks, they are expanding  
into the mainstream.



**YOUNGER AUDIENCES ARE  
MOST LIKELY TO BUY:**

82% of Millennials and Generation Z  
consumers are interested in trying  
new and unique 'doughnut' flavours

# SWEET SOLUTION AUTHENTIC CHURROS



## Incremental profit opportunity

With a premium dessert & sweet snacking solution,  
Perfectly suited for consumption on the go



## Maximise your snacking sales

Can be enjoyed any time of day maximizing your  
sales in quiet periods between lunch and dinner



## Making things easy in the kitchen

Simply fry for 3 minutes, dust with sugar  
and serve with a dip



## Instantly recognized and loved by your customers

Made in Spain from a best in class, authentic recipe



## Giving customers a reason to come back to your outlet

Addictive taste, smooth, crisp, flavoursome and  
made for dipping



## Easy to manage in the kitchen

Long holding time, staying crispy

Assuming 10 cases sold per month per site - Excludes cost of icing sugar or dip

**You pay**  
**£15.00**

**Portions**  
**per case**  
**108**

**Portion Size**  
**Suggestion**  
**5**

**You**  
**make**  
**93%**

**Selling Price**  
**per portion**  
**£2**

**Per case**  
**profit**  
**£201**

**Over a year you**  
**make\***  
**£24,120**

*Don't be a doughnut make Incremental  
Profit from the Churros opportunity*

## PRODUCT INFORMATION

**VEGAN**  
**FRIENDLY**

Item	Code	Ingredients	Pack Size	Storage	Preparation
Straight Churros	809023	water, WHEAT flour, salt, dextrose	1kg	Keep frozen	<b>Fryer:</b> Max. 175°C, portion approx 250g, 2½-3 min
Looped Churros	809021	water, WHEAT flour, salt, dextrose	1kg	Keep frozen	<b>Fryer:</b> Max. 175°C, portion approx 250g, 2½-3 min



# SERVING SUGGESTIONS

Best enjoyed with a dusting of icing sugar and a dip of:



**CHOCOLATE  
SAUCE**



**SALTED CARAMEL  
SAUCE**



**CHOCOLATE &  
HAZELNUT SAUCE**



**RASPBERRY  
SAUCE**

**or simply on its own with a light dusting of icing sugar**