

Phat Pasties



All the way from Cornwall to Universities around the country, the Phat Pasty Co is bringing its vibrant brands of pasties to students everywhere.



Launched in October, among the first to see the concept were

Surrey University, who purchased a 'Phat Grab & Go' hot cabinet for the University's Hillside Restaurant. "The products have been a tremendous success and we have seen sales rise week on week as more and more students have tried the great new hot pasty offer," says Deborah Nottridge, Hillside's Restaurant Manager. "Students are extremely discerning customers when it comes to their discretionary spending and we have seen that they have loved the range of flavours and the fun and vibrant Phat Pasty brand. Brands are becoming increasingly important as universities compete with high street offers and the Phat Pasty brand is a perfect fit to the student marketplace." Sales proved so strong that a return on the capital investment for the Grab & Go unit was achieved within just 15 weeks of operation.

An opening has been announced

for London School of Economics in January, with the presence of a Phat 'Grab & Go' hot hold unit, while Manchester and Loughborough Universities will follow suit with a range of Phat Pasty products available in early February. Six other universities and colleges are now looking to get involved in the next few months. In addition, the Phat Pasty Co recently announced that it had agreed terms on a national distribution deal to supply products to all Universities via the 3663 supply chain.



Unique to the range is the ability for the operator to bake the products in their packaging – straight from the freezer, to the oven and to the customer; all delivering a great eat-from-the-pack 'Phat experience' which has proved immensely popular with students.

For information on stocking the Phat Pasty range and the various equipment and free point of sale options, please contact Paul at phatcontroller@phatpasty.com ●







Cornwall Classics

The award-winning company's pasties are handmade in Cornwall, and offer a variety of unique recipes, including a Spicy Chicken & Chorizo Pasty, a Classic Peppered Steak Pasty, a Seriously Cheesy Pasty, a Curried Vegetable Pasty, as well as a Sausage Roll and Sweet Apple Pie.... all in great Phat packaging.



Dare to be different



-  Handmade in Cornwall
-  Unique bake in bag pack
-  Exciting range of flavours
-  Grab & Go hot food offer
-  Branded equipment solutions
-  Full point of sale kit available

Eat well. Have fun.



Equipment solutions. P.O.S. Packs available.

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