Plenty Home Page

The top main image on a carousel

Full scrolling home page with links

This design features lots of links and information on one page

Link to individual News article of story







PERFECT FOR PUBS



Link to Our Pies! page

This design means other links/stories can be added



The 600pixel fold

Link to Trade page



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client: Plenty
project: Plenty website
designer: JY
file name: 0101 plenty website visuals D5
date: 23.10.14

Plenty Pastry Ltd, The Bakery, 20a Merretts Mills, Bath Road, Woodchester, Glos GL5 5EX plentypastry@gmail.com

Plenty Our Story Page





Plenty! Pies was set up by Marc and Kate Birch in November 2010. We live in Nailsworth in Gloucestershire and make the pies in our bakery in Nailsworth.

Why pies? You may well ask! We'll let Marc tell the story:

"First reason: I'm from the Midlands - land of coalmines, whippets, flat caps... and pies.

Second reason: my lifelong interest (some would say obsession) with cooking, and naturally, eating.

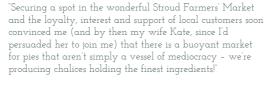


Third reason: I dipped my toe in the professional culinary world when, pretty much on a whim, I took on a sporting estate in the Cotswolds. The hospitality - delicious game-based meals and copious amounts of alcohol, expected by (mostly) chaps from London down for a day's shooting, allowed me the chance to hone my skills in the

Preparing top-notch cuisine for lots of discerning visitors to the shoot was, as it turned out, the starting point. We served up gorgeous feasts in a fairytale candle-lit tree-house in the middle of a wood. The shoot quickly gained a national reputation for the best hospitality in the business. The 'national reputation' by the way is what the press said (as well as me!)

"As you'd expect, game featured heavily in my menus. I was only too happy to create dishes using this versatile, tasty and healthy natural resource. Big as their appetites were, I couldn't use all the game on the shoot for the guests, so I hit on the idea of making pies with the pheasants and other game from the estate.

"When the local pubs started demanding more pies than I could make, I knew I couldn't manage to run two businesses at once. The pies won out!

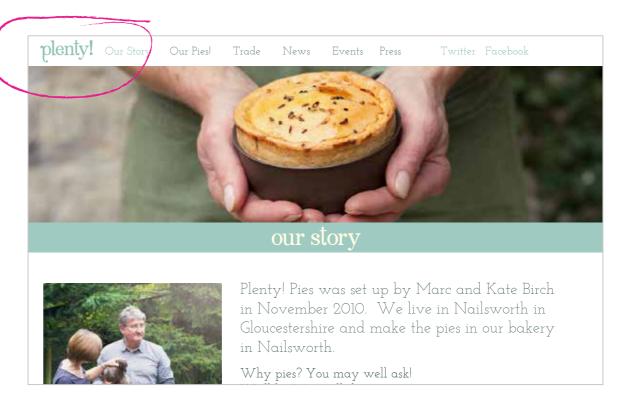






The site below shows how I propose the banner to work, except on the home page.

http://www.martinauer.at/



When the user scrolls down the header disappears and the logo sits in the small banner.

This way the header doesn't take up room when viewing on a tablet or small

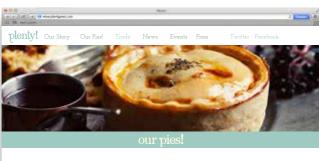
The header banner returns when you scroll back up.

Link to Our Pies! page



client: Plenty project: Plenty website designer: JY file name: 0101 plenty website visuals D5

Plenty Our Pies! Page



We've developed more than 150 recipes to fill our crisp, golden pies.

Each week we select at least six fillings to bake. The choice depends on the season and our latest inspirations. During the summer months we use fresh herbs, a variety of seasonal vegetables and lighter, cream based fillings that work as well cold as hot for our fish, chicken

Come the colder months replace the creamy based fillings with stock based recipes. We love using game and our venison fillings are always very popular. We also have partridge and pheasant recipes to tickle a game-lover's fancy.

A couple of fillings are so popular, namely our award-winning Breton chicken and the rich overnight shin of beef, that we bake them year round.

at the moment we are baking:







A classic northern French combination of chicken, bacon, onion, apple & cider. Finished





Rich overnight shin of beef









Spiced veg & chickpea tagine Lots of bold flavours, with roasted spices, lemon, olives, harissa & tamarind





The classic Alpine combination of creamy potatoes, onions, ham & cheese. With a touch of garlic & parsley.





Honey duck & gammon



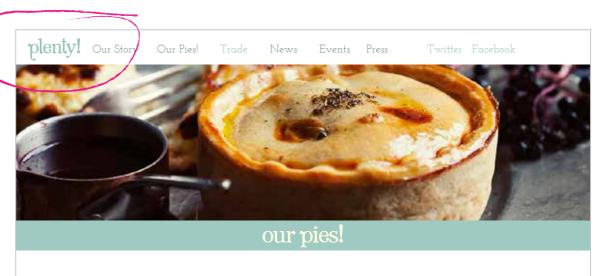
our pies!:

- Are proper pies, with a short crust pastry shell and lid. We make the delicious short crust pastry ourselves from only butter, flour, vegetable oil and water. We add organic maize flour to make the pastry short and crisp.
- · Have only natural flavourings. We don't use emulsifiers, stabilisers or artificial
- Have fillings that have been prepared by hand. We peel and chop. We smoke, roast our spices and marinate. It takes us three days to make the stock for our fillings
- Have regularly changing fillings. We introduce new recipes according to the season and
- Yes, we do buy from local companies. Our unique combinations of flavours and ingredients also require us to source ingredients from all over the country and Europe
- ${\boldsymbol \cdot}$ Keep for several days (below 50 c) and freeze perfectly



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We've developed more than 150 recipes to fill our crisp, golden pies.

Each week we select at least six fillings to bake. The choice depends on the season and our latest inspirations. During the summer months we use fresh herbs, a variety of seasonal vegetables and lighter, cream based fillings that work as well cold as hot for our fish, chicken, gammon and vegetarian options. Customers tell us that our pies make the perfect picnic treat.

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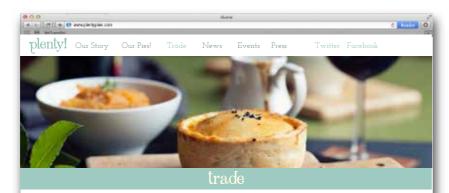
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Plenty Trade Page





You may know our pies from the local farmers' markets or one of the food fairs around the country at which we have a presence. However, the majority of the pies we bake each week are destined for pubs, delicatessens, farm shops, village/community shops, cafes, garden centres, golf clubs and restaurants.



PERFECT FOR PUBS!

Our pies are particularly successful in pubs and we're adding more to our customer base each week.

So what makes our pies work so well for a pub?

- Put simply, a top quality pie cannot fail in a pub year round (our busiest month for two years running has been August!)
- Our seasonal range of fillings includes cream-based fillings for the warmer months, which can be served cold with salad or summery veg. You'll find, as we do, that the shin of beef remains popular whatever the weather

Photo of outlet

- Versatility our regularly changing recipes provide your chefs with a ready-made 'special' of the day, served hot or cold. Every week, you have at least six fillings to choose from
- · A perfect ready-made vegetarian option

Photo of outlet

- Your chef and his/her team no longer need to spend hours making a single filling pie (we know just how time consuming they are to make!) but instead focus on the rest of the menu
- \bullet Creating a traditional or an innovative meal with a pie as the centrepiece is both simple, quick to prepare and great value
- We know how to sell pies it's our business! We offer advice on what to serve with them. We can help you into an exciting world beyond pie and mash...

"MY CUSTOMERS LOVE PLENTY!
PIES — WE OFFER A 'PIE OF THE
WEEK' AND IT'S REALLY
POPULAR. SERVED WITH A
PINT, PIES MAKE A PERFECT
PUB MEAL ALL YEAR ROUND."
MARK LINDESAY, PROPRIETOR OF THE
GOLDEN CROSS, CIRENCESTER

- We produce an exclusive gourmet range for those proprietors whose customers expect something truly different. Current fillings from this range include partriage in buttermilk & proscecco and ox cheek in Madeira with shallots and pickled walnuts
- · Since they freeze perfectly, there's no wastage
- Your choice some pubs use our branding, including the National Pie Awards 'champion class' logo, others prefer them to be 'anonymous'.
- Contact Marc or Kate Birch on 07967 006970 or 07807 838745

WE BAKE EVERY WEEK AND DELIVER ON THURSDAYS. WE'RE SMAL ENOUGH TO PROVIDE A VERY PERSONAL, FLEXIBLE SERVICE — BIG FNOUGH TO COPF WITH THE GREATEST DEMANDS.

Marc Birch, director, sales & development Tel. 07967 006970 Kate Birch, director, admin & accounts Tel: 07807 838745 Sophie Barnett, production manager Tel: 07875 582151

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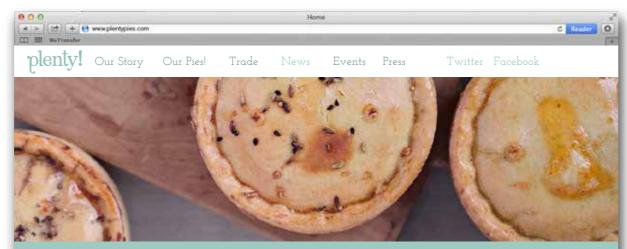
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Fading quotations on a loop

Plenty News Page



news

WE ARE THE CHAMPION!

Our chicken pie is officially the best in Britain! We're not great believers in the many award ceremonies open to food producers. Instead, we put our faith in the power of word of mouth from our legions of loyal customers and the satisfaction of the outlets who stock our pies. Read full story >



links to individual news page See example on the next page

THE WINNER!

Lucky prize winner Perry Mercury with the 52 free Plenty! pies he's won over 12 months to mark national pie week.

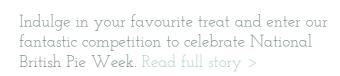
Read full story >



links to individual news page

NATIONAL PIE WEEK 3 – 9 MARCH

Pie lovers' chance to win a FREE PIE EVERY WEEK FOR A WHOLE YEAR!





links to individual news page

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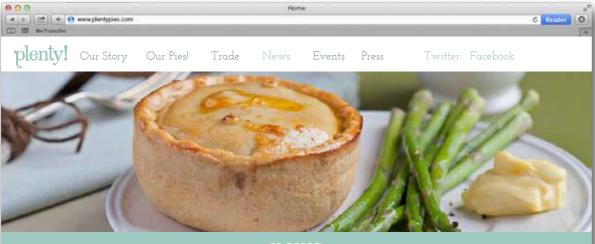
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Plenty News Page Individual article



news

OUR CHICKEN PIE IS OFFICIALLY THE BEST IN BRITAIN!

We're not great believers in the many award ceremonies open to food producers. Instead, we put our faith in the power of word of mouth from our legions of loyal customers and the satisfaction of the outlets who stock our pies.



However, we made an exception in 2014 and, for the first time, entered the prestigious British Pie Awards. Held in Melton Mowbray, the nationally acknowledged home of the pie, the competition attracts literally thousands of entries.

We were absolutely thrilled to scoop the top 'class champion' prize in the prestigious British Pie Awards for our best selling Breton chicken pie.

We beat hundreds of other pies from around the country to win the champion award for the chicken category. The competition has many gold, silver and bronze awards, but just one champion for each class - so we're one of just 14 champions in the whole country.

Our Breton chicken pie impressed a panel of 110 judges, including national food writers Charles Campion, Xanthe Clay and Felicity Cloake and TV chefs Andy Bates and Rachel Green. The panel tasted hundreds of pies in 19 classes for the appearance, texture and flavour of both pastry and filling.

Melton Mowbray Pork Pie Association chairman Matthew O'Callaghan said: "Congratulations go to all our winners, whose achievement this year is remarkable. Our aim is to recognise the hard work, skill and passion of the nation's pie makers and the judging panel and organisers were all bowled over by the standard of entries.

"Thanks must go to all who entered this year's awards - together we have shown there is nothing humble about the British pie!"

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Marc Birch, director, sales & development Tel: 07967 0069 Kate Birch, director, admin & accounts Tel: 07807 838745 Sophie Barnett, production manager Tel: 07875 582151

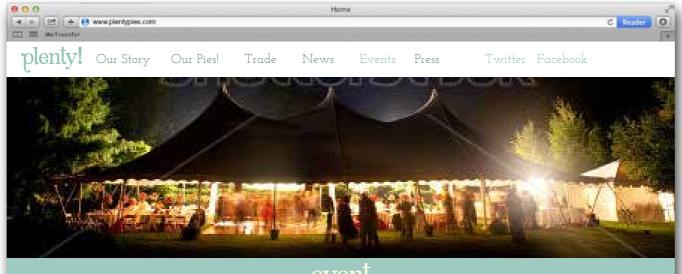
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Plenty Events Page



event



Whether it's a special birthday party, anniversary celebration or wedding breakfast - our pies make a wonderful focal point.

Talk to us about how you want to make your event unique. We are big enough to provide for 100s of guests, but small enough to provide a flexible, personal service.

We can provide just the pies, however if it's a complete catering package you'd like, from crockery and waiting staff to a bespoke menu, we can do that too through our sister company, <u>Birch Catering</u>.

"PLENTY! PIES WERE DEFINITELY A TALKING POINT AT OUR WEDDING BREAKFAST — MUCH ENJOYED BY ALL OUR GUESTS, FROM THREE YEAR OLD ZAC TO 99 YEAR OLD GREAT GRAN."

BETH & JOE WILLIAMSON



SEE OUR DELICIOUS PIES!

Marc Birch, director, sales & development Tel: 0/96/ 0069/0 Kate Birch, director, admin & accounts Tel: 07807 838745 Sophie Barnett, production manager Tel: 07875 582151

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Plenty Press Page



link to the websites

These could fade in and out to show more testimonials

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