

4 Having walked to the end of the fruit-and-vegetable aisle, shoppers arrive at counters of prepared food, the fishmonger, the butcher and the deli. Then there is the in-store bakery, which can be smelt before it is seen. Even small supermarkets now use in-store bakeries. Mostly these bake pre-prepared items and frozen ingredients which have been delivered to the supermarket previously, and their numbers have increased, even though central bakeries that deliver to a number of stores are much more efficient. They do it for the smell of freshly baked bread, which arouses people's appetites and thus encourages them to purchase not just bread but also other food, including ready meals.

In-store bread production process

The supermarket is sent 11 and other items which have been prepared earlier.

Baking bread in-store produces an aroma.

Shoppers' 12 are stimulated.

They are then keener to buy food, including bread and 13

