



HANDLING + STORAGE

May we draw your attention to the advice on this page. The storage, preparation and display of your Waipies is important for making sure your customers are receiving a prime pie experience. To help ensure your customers are going to be lining up outside your door for Waipies, like pre-teens for a pop concert, we've put together a few pointers for keeping your Waipies pie-warmer-perfect.

DELIVERY DO'S

Only top quality Waipies are sent out to any of our stockists, so when your Waipies arrive, make sure that no damage or discrepancies have occurred to your delivery while in transit to your store by doing the following checks:

- ▶ DO check that there is also no damage to any of the boxes that may have occurred in transit.
- ▶ DO count the boxes and check your delivery corresponds with the order on your invoice.
- ▶ DO record any damages with the delivery driver.
- ▶ DO check the Waipie's temperatures to ensure a satisfactory temperature reading (use a probe to check the core temperature of the Waipies which should be less than 9 degrees Celsius).

If there are any problems with the packaging or temperature it should be brought to the attention of the delivery driver and you should reject the delivery.

STORAGE TIPS

Careful storage of your Waipies is going to ensure a longer shelf-life for your stock. These are our tips for successful storage:

- ▶ Either store your Waipies under refrigeration at 0-5 °C until use by date, or if frozen store below -18 °C for up to 10 months (and a 10 day shelf life once thawed from frozen).
- ▶ We recommend you keep the boxes closed as refrigerated products deteriorate very quickly when they return to normal temperatures.
- ▶ Maintain good stock rotation so you don't end up with expired stock on your shelves. Because we only use natural ingredients, check the use by dates on the packaging.

HEATING THINGS UP

Heating the pie to perfection is a critical part of the Waipie experience! Waipies can be heated either in or out of their packaging – but take note! Zapping your Waipie product in the microwave may result in a soft and soggy shell! Waipies should be heated as quickly as possible to a core temperature of 75 °C, so here are our recommendations for defrosting and heating:

To defrost: thaw overnight by removing product from freezer and storing in a chiller or, if you need to speed up the process, defrost in microwave for 2-3 min*.

To heat (once defrosted): it is good practise to pre-heat the oven to 180 °C and heat for around 20-30 min*. If you do need to use the microwave, place your Waipie upside down in the centre of the microwave and cook for 1-2 min* – remember though, microwaves may turn our tasty flaky pastry a little soggy.

* these details are only a guide as individual equipment may vary in size and power.

KEEPING YOUR WAIPIES SITTING PRETTY

A good-looking pie is going to be hard for your customers to resist, so, to get their tastebuds teased, make sure your displays are hot, fresh and full.

Because we want to ensure that your customers are only purchasing pies of the best quality for the ultimate Waipie experience, we recommend that you only keep Waipies in a pie warmer for maximum 3 hours. In particular, never re-heat a Waipie or display the previous day's stock.

After initial heating the ideal temperature for displaying your Waipies is 65 °C to minimise the mould growth. Products should never be kept hot in displays with a temperature below 65 °C.

If you're selling your Waipies chilled, remember they only have a shelf life of 10 days, from frozen, or if stored chilled then they must be consumed by the use-by date. That date cannot be amended and products cannot be frozen to extend their shelf life.

Do not reheat or refreeze your Waipies.

It is not recommended to stack the products on top of each other in the display unit for 3 important reasons:

- ▶ It damages the product
- ▶ Thorough heating may be jeopardised
- ▶ The cello wrap is not designed for direct contact with food.

PIMP YOUR PIES

Don't forget to spread the word about your tasty stock in-store with point-of-sale material you receive from us.

Use our merchandising material both inside and outside your store to let customers know that you stock delicious Waipies in your chiller. It's worth having a clean microwave in your store so you can heat up purchases if customers request a pie on the go.

If you need some help or guidance with your merchandising, get in touch with us, we're happy to help you make the most of your point-of-sale displays.

Contact us at

E: enquiries@waipie.co.nz

P: **0800 WAIPIE (924 743)**

W: waipie.co.nz