

**ACI-NA 2018 Excellence in Airport Concessions Awards  
Profile Form**



**Category Name:** Best New Local Concept

**Name of Concept/Airport:** Angel Food Bakery, Minneapolis St Paul International Airport

**Company that Operates Concept:** Delaware North

*(If the airport/concept wins an award, the information provided above will be used in the media release)*

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**Use of Concept/Program and Branding**

*Provide a general description of the concept/program and branding:*

Angel Food Bakery + Donut Bar is a one-of-a-kind bakery where everything is made from scratch in small batches, using the best ingredients possible. Customers can watch bakers in action, decorating cupcakes, kneading dough and putting the finishing touches on a beautiful array of sweets & hot fresh donuts. Angel Food Bakery + Donut Bar invites travelers to waltz through the gates of heaven for a to-die-for sinfully sweet experience. Garnering the attention of The Food Network, Andrew Zimmern, The Cooking Channel, Martha Stewart, Living, Thrillist, Midwest Living, The Knot, among others, this concept is genuinely unique and demonstrates the fun, fresh and fiercely independent style born in Minneapolis. The world is better with sprinkles.

**Concessions Goals**

*Provide a general description of the goals for your concession concept/program and how you met them:*

Angel Food Bakery + Donut Bar is a perfect example of the trendy and happening culinary scene in Minnesota. The concept exudes that "can do" Minnesota attitude that draws the attention and puts a smile on the face of every person passing by. The European style bakery display windows are overladen with a visual abundance of baked goods specifically design to lure in travelers. In addition to single fresh baked treats, offerings include organic coffee, cupcake 6-packs, gift boxes filled with cookies and huge hand formed pretzels with Stella Artois cheese sauce. Angel Food Bakery i some of the few bakeries that uses only natural ingredients, including organic eggs, four, vanilla, fresh fruit, sugar, cream, butter, cream chese, chocolate, baking powder and sour cream.

**Design/Layout**

*Describe how the concession concept/program makes the best use of the space allocated, including concessions' placement in relation to passenger flows throughout the terminal or concourse:*

The Euro-Style bakery storefront is adorned with heavenly chandeliers with a center stage of bakers artfully creating original fresh baked treats. The atmosphere and food displays become their own advertising. The aroma of fresh-baked cupcakes, cinnamon, caramel and chocolate allure passengers to enter. With so much local and national attention, passengers will look to this space on E to pick up a unique, to-die-for treat along on their travels.

**Revenue Performance (if applicable)**

*(If the program/concept is less than one year, please enter performance numbers to date and make a note below)*

Concept/Program Square Feet	
Annual Gross Sales	1,379,000
Annual Sales per Square Feet	

Return completed form along with the PowerPoint Presentation