

**“How cryogenics is redefining
food innovation.”**

SciSpace



PROBLEM

60% of NZ households freeze their Vogel's, turning their slices into an unyielding brick.

INSIGHT

Stuck together slices slow down the toasting process by making you fight to pry them apart.

IDEA

Let's help Kiwi households speed up their toasting time by perfectly pre-freezing their Vogel's, the right way.

VOGEL'S CRYOGENIC RANGE

FLASH FROZEN TO FALL APART



Vogel's **lack of preservatives** and Aotearoa's **humidity** mean Kiwi's often freeze their loaf. However, Vogel's is a **wet baked loaf** so home freezing makes it form large, sticky ice crystals. What if there was a better way to freeze?

Introducing the Vogel's Cryogenic Range.

We're using the same **flash-freezing method** that keeps premium frozen berries from clumping. Loaves are hit with **liquid nitrogen at -196°C**, freezing them in seconds so every slice stays **perfectly separated**.

The Launch Activation:
Supermarket Cryogenics

To prove the concept, in-store **Vogel's Cryogenic Vending Machines** will let customers flash-freeze a fresh loaf in seconds. Once they experience the **flawless slice separation** at home, they'll be primed to buy the **pre-frozen Vogel's Cryogenic Range** straight from the **freezer aisle**.

The Vogel's Cryogenic trucks will **create interest** throughout New Zealand, as a familiar brand dons a new, absurd label.



Following the activation, the Cryogenic range will become a permanent product in supermarkets, placing Vogel's not only in the bread aisle, but also in the freezer section.



The range will be clearly labelled with a promise that the slices will be unstuck and ready to toast when you are. The only frustration left is waiting for the toaster to pop, but hey, nothing compares.