#### Contributors

Great American Bagel Factory. Crannog Concept.

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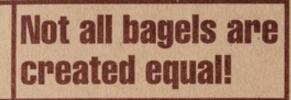


# AMERICA'S BEST KEPT HEALTH SECRET:

Bagels are a low fat, satisfying, comfort food, a source of instant energy and perfect for the health-conscious lifestyle of today.

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Bagels have long been the secret staple for all Americans. They are popular for breakfast, brunch, lunch and a "pick-me-up" snack. So popular in fact, that you can find bagel shops on every street corner from New York City to San Francisco, through Little Rock, Des Moines and even Butte, Montana! But you don't need to go to America to enjoy authentic American bagels: The Great American Bagel Factory brings the perfect bagel to you!



A bagel is not a bun, bap, roll, croissant, baguette, ball, doughnut, scone, dumpling, biscuit, puck, frisbee, paperweight, missile or doorstop!

A perfect, authentic bagel proudly wears a slightly crisp crust and has a dense, chewy, flavourful interior with a grainy warm aroma. Above all, the perfect bagel is fresh and hand-made in small batches! And that's just how we do it.

At the crack of dawn, while the ovens are heating, our bakers mix the dough to form our Bagel Factory hagels - over 30 flavours and still counting! After a warm-up in the prover, the bagels are rolled into the oven where, with one blast of steam, their golden crusts are formed. There they stay for moments longer to delicately bake the inside and put the finishing touches on the outside. When they're ready and still piping hot, we rush them straight from our ovens to you.



Our flour - it's the most important ingredient in Bagel Factory bagels! We use a special, high-protein flour from wheat only found in North America. We import direct and our country miller grinds the wheat to a unique blend just for us.

YOU ARE WHAT YOU EAT	
<image/>	
i INGREDIENTS: plain bagels	
High-protein American flour, water, sugar, salt, yeast   Serving size: 1 bagel (approx. 4 oz/100grams)   Calories: 260   Fat Calories: 0   Amount/Serving   Total Fat 0g   Saturated Fat 0g   Cholesterol Omg	
Sodium250mgTotal Carbohydrate52gDietary Fibre2gSugars3g	-



### **BAGEL CARE:** do not microwave!

BAGEL FACTORY BAGELS KEEP THEIR FRESHNESS. IF YOU TAKE CARE OF THEM, THEY'LL TAKE CARE OF YOU!

Bring home extra bagels, slice them and place in the free freezer bag. Tie it air-tight and keep them in the freezer. When the bagel urge hits, just take one out and pop it in the toaster - no need to defrost! Remember bagels DO NOT LIKE MICROWAVES! Moments later you will have a warm aroma sweeping through the kitchen and a fresh, warm bage!

# COFFEE SECOND CUP™

Fill 'er up with Second Cup.

A great cup of coffee is a bagel's perfect partner. Nothing tops our own Second Cup<sup>TM</sup> filter coffee. Our exclusive special roast has a rich flavour and aroma to complement our bagel's own hearty taste. Our coffee's so good, you will always want a Second Cup<sup>TM</sup>! So just ask for a FREE REFILL - your Second Cup<sup>TM</sup> is on the house.

CMD

**ASK FOR YOUR FREE SECOND CUPTM** 

SECOND CUP" FILTER COFFEE free retill





Americans will eat literally anything on a bagel but purists love the freshest smoked salmon and the creamiest cream cheese. We only serve the best.

#### **ONE FISHY STORY** Finlay Finlayson (honest!) is our appointed West Highland fisherman. He grew up fishing with his father and grandfather on Lock Linnhe at the foot of Ben Nevis. Fishing is his life, but he also knows that true Scottish salmon has a legendary flavour that can only be achieved by smoking the day's catch over genuine Scottish hardwood. After Finlay catches and smokes our salmon, he rushes it straight to our doorstep every single day! CRANNOG Scottish Smoked Salmon. The best you'll get.

GOODIES

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## AND THAT'S NOT All...

Our talented bakers also make our own range of home made cakes, cookies, brownie bites, bagel chips and new bagel crunchies™ - great on soups, salads or whenever you get the munchies!

Our bakers never stop creating new bagel flavours, fancy spreads, fillings and home-made cakes and goodies. So stop in regularly to discover what's new. Head office: 18A Endell Street Covent Garden, London WC2H 9BD Tel: 020 7836 7676

#### WE CATER WE DELIVER SET UP YOUR ACCOUNT TODAY! The Great American Bagel Factory Ltd

#### LONDON

20 Lansdowne Row **40 James Street 45 Villiers Street 39 Paddington Street 20 Charlotte Street Hays Galleria** Waterloo Station, Concourse Victoria Station, Concourse Paddington Station, Concourse **Eurostar International, Departures Lounge** Millennium Dome, Arena Food Court Whiteleys Shopping Centre, 2nd Floor Harrods, Way In Restaurant Jerry's Home Store, 163-167 Fulham Road Cannons Health Club, Covent Garden 51-61 Moorgate **29 Lambs Conduit Street** 

#### **COMING SOON:**

HEATHROW, TERMINAL 3 WARDOUR STREET YORK

#### LEEDS

8 Thornton's Arcade Leeds Station, concourse Gazebo, Victoria Quarter Park Place MANCHESTER Trafford Centre, The Orient

#### DISCOVER THE GREAT LIGHT TASTE OF AMERICAN STYLE BAGELS

Low in fat, salt, and cholesterol yet high in energy-giving carbohydrates, bagels are America's best kept health secret!

We hand make bagels in small batches to a unique recipe using imported high-protein flour then steam bake them in small batches in our ovens!

SBEAT AMERIC

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