

## **America's best kept health secret / Great American Bagel Factory.**

### **Contributors**

Great American Bagel Factory.  
Crannog Concept.

### **Publication/Creation**

London : Great American Bagel Factory, 2000.

### **Persistent URL**

<https://wellcomecollection.org/works/yhqc8hpf>

### **License and attribution**

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>



## **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.

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!







## Not all bagels are created equal!

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 bagels - 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.

**TOP SECRET**

**FLOUR:**



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



Bagel Factory bagels are made of all natural ingredients, contain no additives, oils, fats, or preservatives and are GM free. They have no cholesterol, are low in fat, low in salt yet are high in energy-giving carbohydrates and nutritional value. If our bagels seem too satisfying to be good for you, just look at the scientific facts:



## 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	0mg
Sodium	250mg
Total Carbohydrate	52g
Dietary Fibre	2g
Sugars	3g





## **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 bagel!

## **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™ 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™! So just ask for a **FREE REFILL** - your Second Cup™ is on the house.

**ASK FOR YOUR FREE SECOND CUP™**

**SECOND CUP™**  
FILTER COFFEE  
free refill





## FEATURE FILLINGS



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

## 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!



©The Great American Bagel Factory Ltd, Jan 2000