



FAST COUNTER AUDIT

A quick, operator-first checklist to identify what's slowing down food-to-go counters — and where to fix it fast.

Designed for: Cafés • Farm Shops • Delis • Travel & Workplace Foodservice

1) Customer Flow & Choice Speed

✓ Audit Question	Notes / Actions
Can customers understand the offer within 3–5 seconds?	
Are the top 3–5 best sellers clearly highlighted?	
Is pricing easy to read at a glance?	
Are product names short and familiar?	

2) Counter Display & Merchandising

✓ Audit Question	Notes / Actions
Are hero products positioned at eye level?	
Does the counter look full but not cluttered?	
Are premium cues (pastry, finish, portion) visible?	
Is signage doing the selling — not staff explanations?	

3) Heating & Bake Consistency

✓ Audit Question	Notes / Actions
Is there a clear bake-from-frozen process in place?	
Are ovens properly preheated before service?	
Can all staff follow the same heating method?	
Is quality consistent across shifts?	

4) Hot-Hold Performance

✓ Audit Question	Notes / Actions
Do products hold their shape and visual appeal?	
Does pastry stay crisp, not soft or soggy?	
Are maximum hold times clearly defined?	
Is stock refreshed little-and-often?	

5) Packaging & Service Speed

✓ Audit Question	Notes / Actions
Can products be packed in one quick motion?	

	Is packaging suitable for hot food and steam release?	
	Does it still look good after 10 minutes?	
	Can a new starter pack confidently without help?	

6) Stock Control & Waste

✓	Audit Question	Notes / Actions
	Do you track baked vs sold vs wasted?	
	Do you know your true top sellers?	
	Are sell-outs planned rather than accidental?	
	Is oven space focused on the best performers?	

How to use: Any section with 3 or more “No” answers highlights a clear opportunity to speed up service, improve consistency and protect margin.

The Original Baker — premium bakes, built for service.