

RF

B2B BAKERY MANUFACTURING

EDITORIAL CATALOGUE SYSTEM

RF SPECIALITY FOODS

BIG BATCHES. CLEAR BUSINESS.

A confident four-page website concept for wholesale bakery buyers.
Structured like an editorial catalogue, written like a serious
manufacturing partner.

4 RESPONSIVE PAGES

BUYER-FIRST UX

SAMPLE CONVERSION

WHY CHOOSE IT

APPETISING. ORDERLY. READY FOR SCALE.

A B2B bakery website must make products desirable while answering a buyer's practical questions. This direction gives equal weight to appetite, operational clarity and the next commercial step.

01

CHOOSE IT WHEN

The business supplies cafes, restaurants, hotels, cloud kitchens, caterers, retailers or distributors - not only individual consumers.

02

IT COMMUNICATES

Dependable production, menu versatility and a human business culture without looking like a cold factory site or a generic bakery template.

03

IT SUPPORTS

Fast product discovery, sample requests, catalogue enquiries, social proof and a direct path from first visit to buyer conversation.

EDITORIAL MANUFACTURING

SOFT COLOUR. STRONG STRUCTURE.

The palette stays welcoming. The layout supplies authority through oversized headlines, sharp borders, segmented navigation, offset shadows and asymmetric product cards.



INK



POWDER



BLUSH



LAVENDER



CREAM

01**EDITORIAL HIERARCHY**

Large condensed-feeling type makes the supply proposition clear before detailed reading.

02**MODULAR PROOF**

Hard-edged panels turn product, process and capability details into fast-scanning evidence.

03**CONTROLLED MOTION**

Reveal, hover and marquee movement add energy without weakening procurement tasks.

04**SHARED CONVERSION**

Every page keeps the same sample-request route, navigation logic and demo notice.

EXPERIENCE MAP

ONE SYSTEM. FOUR JOBS.

Home previews the full proposition. The deeper pages then give product, company and proof content enough room to work without turning the site into a catalogue maze.

01**HOME**

Products, process, Instagram, about, proof and sample conversion in one decisive front-door story.

02**PRODUCTS**

Brownies, cheesecakes and cookies receive dedicated commercial narratives and specifications-to-confirm.

03**ABOUT**

Manufacturing approach, company story, values and buyer segments establish serious operating context.

04**TESTIMONIALS**

A structured proof system clearly labels concept quotes until approved customer evidence is available.

EVERY PAGE: SHARED NAVIGATION / MOBILE MENU / SAMPLE DRAWER / DEMO DATA NOTICE

ACTIVATION GUIDE

WHAT TO CONFIRM BEFORE LAUNCH.

The concept intentionally avoids inventing operational claims. The client should supply and approve the following before this becomes a production website.

01**PRODUCT DATA**

Pack size, MOQ, shelf life, storage, delivery region and commercial terms.

02**VERIFIED PROOF**

Approved customer quotes, names, roles, logos and measurable outcomes.

03**CONVERSION SETUP**

Email or CRM destination, validation, consent, notifications and tracking.

04**BRAND + COMPLIANCE**

Contact details, claims, certifications, legal pages and image licences.

05**LAUNCH QA**

Accessibility, performance, mobile behaviour and production-domain social embeds.

RECOMMENDED NEXT STEP

Approve the direction, then run a product-data and buyer-proof workshop.