



Ferguson Plarre Bakehouses Fact File:



Senior Management Team

Ken Ferguson (Chairman, Co - CEO)
Steven Plarre (Co – CEO)
Pam Ferguson (Retail General Manager)
Michael Plarre (Production Manager)

Our story so far

Founded: 1901 Melbourne, Australia

Adopted Franchise Model: 1985

Initiated Environmental Offset Program: 2007

Current Stores: 49

Colours: Burgundy, White & Gold

Bakehouse & Operations: 35 Harrick Rd, Keilor Park, 3042. Victoria, Australia

The Ferguson Plarre franchise model delivers a tried & trusted approach to one of the world's oldest & most loved food options – "the bakery", delivering award winning cakes & savouries. The Ferguson Plarre franchise concept is based on simplicity whereby the baked fresh delicious product is delivered daily to the store, so the operator can concentrate on an equally important ingredient 'serving the customer'.

The Ferguson Plarre Bakehouses Franchise comes with 110 years of family run experience with Ken Ferguson (Chairman) & Steve Plarre co-directing the business.

For more information please contact Ken Ferguson on (03) 9336 3200 or email franchising@fergusonplarre.com.au