



Coffee Shop Inspiration Manager's Guide



- Drive all day traffic across your operation with concepts from coffee shops.
- Elevate your offerings with fresh baked goods and promotion ideas from General Mills.

Why coffee shop concepts?

- ✓ Coffee shops are capturing morning traffic.
- ✓ Major coffee chains are leading QSR traffic growth by capitalizing on morning meal and snacking away from home.¹
- ✓ You can incorporate the core concepts of coffee shop to elevate your offerings to improve satisfaction, drive traffic, and increase your revenue.
- ✓ Coffee shop concepts can be used in areas across your operation; in your cafeteria and retail locations.

What consumers are looking for:

Beyond high-quality coffee, baked goods are a great way to draw in consumers and build your check average.

Freshness



- ✓ Overt communication of 'Baked Fresh Here' or 'Baked Fresh Onsite'
- ✓ Fresh baked aroma at the moment of ordering
- ✓ Warmth of fresh baked goods when received
- ✓ Transparent or earthy tone/feel packaging

High Quality Items

Coffee shops are predominantly visited for breakfast and snacking needs, therefore your offerings should satisfy these occasions.



Breakfast sandwich is the top growing item.¹

Marketing Tactics





Sweet bakery items



Savory Items

Products consumers are looking for:

Must Haves: Most popular items among consumers

Sandwich – Breakfast & Daypart Crossing Option – Pesto Chicken, Turkey Swiss, Muffin (Blueberry & Chocolate), Cookie (Chocolate Chip & Oatmeal Raisin).

60% of total product offerings

Nice to Haves: Add-on items to round out offerings

Cheese Danish, Croissant (Plain & Chocolate), Cinnamon Roll, Bagels (Plain & Everything), Scones (Blueberry), Loaf Bread (Banana Nut and Chocolate).

30% of total product offerings

Signature Items: Bring differentiation to your operation

Use our recipes to elevate your baked goods.

10% of total product offerings

General Mills has a portfolio of high-quality fresh baked goods to meet your needs and drive revenue.





Brands you can trust, known for:



From mixes to baked goods, our products are high-quality and handle well back of house. General Mills products are known for:

- Versatility
- Consistency
- Tolerance



All of our muffins, scones and cinnamon rolls are made with no artificial flavors and no colors from artificial sources.





Our baked goods consistently deliver on the attributes consumers are seeking:

- Taste
- Texture
- Appearance

Our product solutions for fresh baking available on site

We offer a complete portfolio of delicious products that promote the quality and taste you and your customers crave.

Cold & Warm Sandwiches



Pillsbury Biscuit Sandwich



Pillsbury Baked & Unbaked Croissants



Pillsbury Breads: Panini, Ciabatta and French

Sweet Bakery



Muffins (Mix, Pails, Tubeset, and Place & Bake)



Scones



Cinnamon Rolls



Puff Pastry & Pie Dough

Signature Items: Create excitement with recipe variations For inspiration visit generalmillscf.com







Our product solutions that don't require baking



We offer thaw & serve product solutions that are easy for anyone to serve.

Cold & Warm Sandwiches



Pillsbury Baked Biscuits



Pillsbury Baked Croissants

Pillsbury Breads



Panini Bread



Ciabatta Bread



French Bread

Products requiring no on-site baking



Baked Biscuits EZ Split Golden Buttermilk 2.85 oz EZ Split Southern Style 3.4 oz EZ Split Southern Style 2.85 oz

13249

Product Code

106237000 75/2.85 oz 132499000 60/3.4 oz 110532000 75/2.85 oz

Case Count



Breads

Ciabatta French Panini

Product Name

مختلفار محاليار مال

137738000	96/1.8 oz
110174000	96/1.8 oz
137737000	192/.82 oz



Baked Croissants

Plain Pinched Sliced 2.5 oz Butter Pinched Sliced 2.5 oz Butter Curved 3 oz

132103000	64/2.5 oz
132109000	64/2.5 oz
132107000	48/3 oz

Products to bake fresh on-site



Unbaked Biscuits EZ Split Southern Style 3.17 oz EZ Split Southern Style 2.2 oz EZ Split Southern Style 2.51 oz

Product Name

106249000 168/3.17 oz 132391000 120/2.2 oz 110752000 216/2.51 oz

Case Count

Product Code



Unbaked Croissants

All Butter Pinched 3.75 oz All Butter Pinched 2.75 oz

132113000 96/3.75 oz 132114000 120/2.75 oz



Muffins

TubeSet™ Muffin Batter Blueberry TubeSet™ Muffin Batter Chocolate Chocolate Chip 3 lb Variety Muffin Mix



108026000 6/3 lb 208011000 6/3 lb 11564000 6/5 lb



Cinnamon Roll Supreme PNB 1.5 oz Twist 4.25 oz

Twirl 5 oz



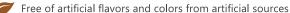


Scones

Fruit Variety Pack (White Chunk Rasp, Apple Cinnamon, Blueberry)

108135000 96/3.75 oz

















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