

A NEW SWIRL  
ON A CLASSIC.



Pillsbury

RUSTIC CROISSANTS *READY*  
*to BAKE* WHEN YOU ARE.

# BAKE IT TO BELIEVE IT!

LIGHT AND AIRY CROISSANTS WITH LIMITED PREP *for* EVERY SERVICE MODEL.

## Ready to bake when you are

The chocolate croissant you've been waiting for, with decadent chocolate swirled into every bite! We harnessed our 150 years of baking expertise and innovation to offer you truly no-thaw, no-proof, freezer-to-oven croissants that are delicious, gooey, and flaky - all in 30 minutes or less. Simply place and bake.



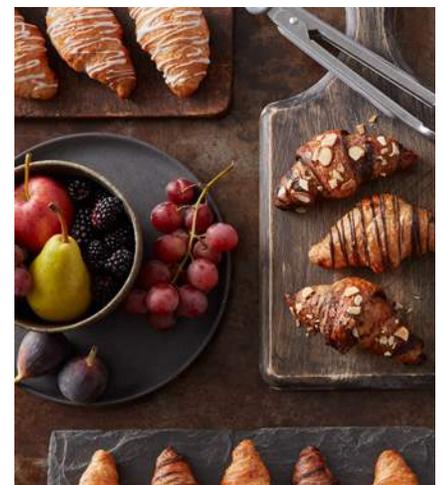
### Easy to prepare

- Made with Barry Callebaut semisweet Belgian-style chocolate
- European-style croissants with 48 layers and 100% real butter
- Proprietary technology allows for flat design to save freezer space
- Rise to beautiful, flaky croissants
- No high fructose corn syrup, no artificial flavors, no colors from artificial sources, no artificial sweeteners, and no partially hydrogenated oils
- No-thaw, no-proof design reduces food waste - bake only what you need, when you need it. Ready in a pinch!

### Get Inspired!



Scan the QR code to learn more about our new croissants and to get limited time offers and deals.



Our entire portfolio of buttery artisan-style croissants delivers rustic, scratch-baked taste and texture, whether you're baking 2 or 200.

DISTRIBUTOR	UPC	PRODUCT DESCRIPTION	CASE COUNT
DISTRIBUTOR HERE	00721582133749	Pillsbury™ Freezer-to-Oven Chocolate Swirled Frozen Croissant Dough 1.5oz	80/1.5oz
DISTRIBUTOR HERE	00721582133732	Pillsbury™ Freezer-to-Oven Chocolate Swirled Frozen Croissant Dough 3oz	60/3oz
DISTRIBUTOR HERE	10721582134446	Pillsbury™ Freezer to Oven Croissant Butter Straight 1.25oz	100/1.25 oz
DISTRIBUTOR HERE	10721582134460	Pillsbury™ Freezer to Oven Croissant Butter Pinched 2.7oz	60/2.7 oz
DISTRIBUTOR HERE	10721582134453	Pillsbury™ Freezer to Oven Croissant Butter Pinched 3.75oz	48/3.75 oz



www.generalmillscf.com

<sup>1</sup>PGI Consumer Liking Test, 12/20, N=122

© General Mills