

foodservice

INSIGHTER

NON-COMMERCIAL

MAKING
CHANGE
WORK
FOR YOU

Embracing & navigating
dynamic times



MAKING CHANGE WORK FOR YOU

Foodservice has always been a dynamic industry — changing to meet new dietary movements, adjusting to guest preferences, staying ahead of the latest food trends and so much more. But the last couple of years have been about surviving drastic, uncontrollable circumstances. Even now that it seems we’ve turned the corner on the pandemic, labor and supply issues present new challenges.

This latest installment of Foodservice Insider is all about recognizing those changes and illuminating ways to not only embrace them, but to make change work for you. The insights, recipes and products found in these pages focus on helping you do more with less, optimizing the staff you have and crafting menus that drive lasting engagement.

No matter what’s on the horizon, we’ve got your back.

- 4** 6 Menu Must-Haves
- 6** The Impact of Plant-Forward Eating
- 8** Tips to Enhance the Foodservice Experience
- 10** Sweet Nostalgia
- 11** Making Change Work for You
- 14** ReThinking Scratch
- 16** New Ways to Turn Your Stales Into Sales
- 18** Chefs of the Mills Spotlight: Chef Gilles
- 19** Yoplait® ParfaitPro®: A One-Case Wonder
- 20** Money-Saving Rebates

Be sure to look for the » symbol throughout this issue to explore clickable content available on the General Mills Foodservice website.

making made easy.

“ We make almost everything from scratch here, but Pillsbury™ biscuits are just so easy and turn out great every time. We don’t have to sacrifice quality and they give us more time to focus on other parts of our business. My customers would be shocked if they knew we didn’t make them from scratch! ”

MELISSA GRAVES
DONNA’S OLD TOWN CAFÉ



Let's Do More With Less.

For versatile, easy-to-use products and powerful solutions, visit generalmillscf.com



6 MENU Must-Haves

The needs of today's menus have changed for *many* reasons. That means it's more crucial than ever to find hardworking, low-labor product and ingredient solutions that can be used across your menu. The recipes and insights listed here will help you reduce inventory, increase profit margins and ease back-of-house labor.

1 BREAKFAST SANDWICHES

These crowd-pleasers are extremely versatile, and as consumers continue to enjoy breakfast items throughout the day, they make perfect sense for most menus.

45% of consumers ranked breakfast sandwiches as one of their favorite breakfast items.¹

2 BURGERS (WITH ALTERNATE PROTEIN CHOICES)

There's nothing like a classic, customizable burger — and having different protein options such as turkey patties or plant-based choices allows you to appeal to more patrons.

79% of consumers eat burgers away from home at least once a month.²

3 SHAREABLE APPS AND SIDES

With safety concerns over sharing food on the decline, diners are ready to pass the plate and try new dishes.

21% of consumers plan to order more appetizers to share with a group in the wake of the pandemic.³

▲ Chorizo Chimichurri Waffle Burgers »

▲ Italian Pigs in a Blanket with Calabrian Chili Dipping Sauce »



◀ Huevos Rancheros Breakfast Sandwiches »

▼ Cornbread Salad with Apple Butter Vinaigrette »



4 SUPER SALADS

Salads offer many benefits to operators: they use lots of ingredients often already on hand, and they're seasonal and customizable. Plus, since they can be made with local ingredients, they deliver on the trend of farm-to-table eating.

96% of consumers say they feel locally-grown and produced food is the freshest, healthiest and most nutritious food available.⁴

5 PLANT-BASED CHOICES

Whether in salads or sandwiches, diners continue to look for and expect plant-forward options on menus.

*Plant-based foods in the U.S. are a \$7 billion market.*⁵



Find even more plant-based eating inspiration on the next page!

6 PIZZA AND PASTA

These items deliver on all kinds of consumer demands ranging from comfort classics to customizable choices.

83% of consumers say they eat pizza at least monthly.⁶



▲ Tofu Breakfast Sandwiches »

▲ Gluten-Free Grilled Chicken Peanut Noodle Salad »

¹QSR Magazine, Sept., 2021

²Datassential Keynote Report: Burgers, 2021

³2021 Starters, Small Plates & Sides Consumer Trend Report

⁴Forager Survey, Oct., 2020

⁵Good Food Institute, 2021

⁶Foodservice Director, March 2022

THE IMPACT OF PLANT-FORWARD EATING

on Healthcare and C&U Segments

The call for more plant-based foods has been on the rise for many years, and it doesn't show any signs of stopping. Recently, plant-based food sales grew 2x faster than overall food sales.¹ This movement has unique implications on two very important foodservice segments: Healthcare and On-Campus Dining at Colleges & Universities.



GROWING SATISFACTION IN HEALTHCARE

A recent report found that in healthcare settings, plant-forward menus can lead to an increase in patient and employee satisfaction rates.

83% of diners in hospitals say they would choose plant-forward options at least sometimes.²

Now would be a great time to consider bringing new recipes like these to your facility's menus.

DAIRY FREE LEADS THE WAY ON CAMPUS

42% of Gen Z say they rarely or never drink traditional dairy milk,

while 41% say they drink alternative milks either weekly or daily.³ This preference extends to their food choices as well.

Check out fresh inspiration with these recipes from Chef Kevin:

Vegan Ranch Dressing »

Dairy-Free Avocado and Acai Superfood Bowl »



Dairy Free Tzatziki Sauce Made With Dairy Free Yoplait® ParfaitPro®



FREE WEBINAR

Plant-Forward Eating – Translating Trends Into Menu Solutions

Chef Kevin Relf from General Mills joins Marie Molde, health & wellness expert at Datassential, to discuss how this shift is impacting foodservice menu planning across channels, as well as deliver exciting new menu inspiration for your own operation.

Watch the video »

¹Good Food Institute, 2021

²Facilities Management Magazine, Why Plant-Forward, Practice Greenhealth

³2022 Foodservice Industry Overview, April 2022

New!
Yoplait®
ParfaitPro
dairy free vanilla

Plant-based deliciousness

It's **Dairy Free** for All!



Expand your menu's appeal with Yoplait® ParfaitPro® Vanilla Coconut Based Yogurt Alternative!

Explore parfaits, smoothies, dressings, desserts and more at generalmillscf.com/dairy-free

generalmillscf.com



1-800-243-5687

*Please be aware that ParfaitPro® Dairy Free contains coconut allergen. Please take measures to avoid any cross-contamination of allergens by keeping utensils and prep areas clean and separate from other products. Please label your finished products with the appropriate allergens, including any dairy, coconut, or other allergens that are introduced with your recipe creation or otherwise.



60%
of surveyed guests said they'd dine at a restaurant more frequently after a positive experience!

Tips to ENHANCE the FOODSERVICE EXPERIENCE

Eating in restaurants has always been about enjoying an experience that can't be replicated at home. Unfortunately, many uncontrollable factors have made it more difficult to deliver the consistency and value diners seek. Sonja Kehr is a corporate chef with General Mills, and she recently shared easy-to-implement ideas on enhancing the foodservice experience even during times of change.

TIP 1 CUSTOMER COMMUNICATION IS KEY

Guests likely understand the struggles all businesses are facing. If you're experiencing longer wait times or other setbacks, it's always better to over-communicate those situations either in person, with in-store signage (at the host stand, cash register or on menus) or through social outlets. Simple messaging can go a long way in managing expectations and keeping things running smoothly.

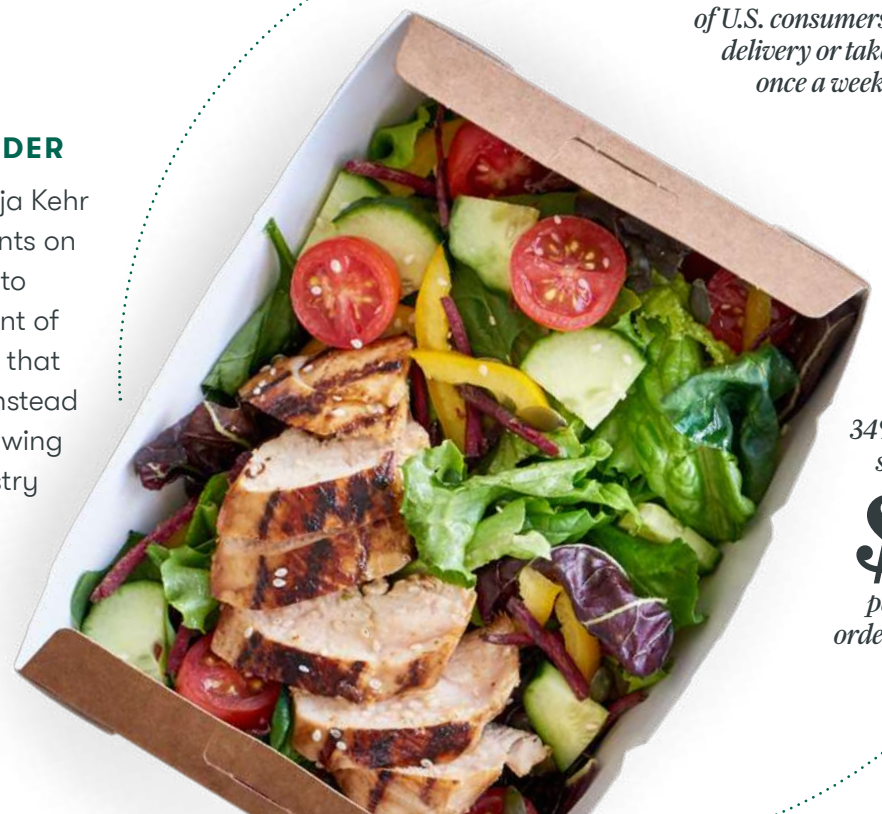
39%
of surveyed guests said a good experience would encourage them to spend more!



73%
of guests who had a poor experience that was not resolved by restaurant management told their family and friends about it!

TIP 2 MAKE YOUR INVENTORY WORK HARDER

To deal with product unreliability, Chef Sonja Kehr recommends keeping more flexible ingredients on hand. She says it's all about being creative to deliver what customers expect. "If a shipment of a key item is missed, what else can be used that provides the same function? For example, instead of pie dough circles for empanadas, try thawing and rolling out a biscuit or using a puff-pastry sheet as casing. No mayo for a dressing? Sub with plain yogurt you may have on hand." The more you can use a single item in multiple applications, the better!



TAKEAWAY Is Here to Stay
60%
of U.S. consumers order delivery or takeout once a week²

31% say they use third-party delivery services at least

2x
per week²

34% of consumers spend at least **\$50** per order when ordering food online²

TIP 3 KEEP THINGS RUNNING SMOOTHLY FRONT-OF-HOUSE

Your front-of-house staff can have a huge impact on the overall guest experience — almost as much as the food.

Server initiatives can go a long way in helping motivate employees. Consider weekly prizes (gift cards, time off, bonuses, scholarships, etc.) that resonate with your unique staff.

"Encourage servers to suggest an appetizer, but make it super easy and fast to execute. Doing so increases ticket totals and tips, plus it buys time back of house and keeps guests satisfied while they wait for their other courses."

SONJA KEHR
CORPORATE CHEF, GENERAL MILLS FOODSERVICE



TIP 4 PLUS-UP YOUR TAKEOUT CHOICES

Takeout and delivery were on the rise before the pandemic, but now they're even more ingrained in weekly schedules.

Chef Sonja advises operators to think about the consumer's experience while unboxing their order and work backwards from there. Yes, separating cold ingredients from hot is essential, but she recommends going a step further and giving them the tools to build their own meal such as instructions for a bento-box approach. It helps connect them to the food and can even create the feeling they've made it themselves.

We know it seems like new, unforeseen challenges arise all the time, but with the right partners and product solutions, you can bring back the classic foodservice experience that creates loyal guests and restaurant success.

¹25+ Restaurant Industry Customer Statistics You Must Know for 2022, lunchbox.io
²Restaurant Online Ordering Statistics, Upserve 2021

Sweet Nostalgia

5 CLASSIC DESSERTS



TRIPLE BERRY GRANOLA CRISP

Using frozen berries keeps a fruit crisp dessert in season year-round. [Get the recipe »](#)



Unlike some culinary trends that come and go, there's always going to be a place for a little sweetness on menus. Here are some timeless, easy-to-make classics we think guests will love!

CHOCOLATE LAVA CAKE

Dig in to find the gooey hot fudge center of this decadent chocolate cake. [Get the recipe »](#)

BISCUIT BREAD PUDDING

This dessert bakes into a moist, old-fashioned classic. [Get the recipe »](#)



PEANUT BUTTER BROWNIE DESSERT POPS

A fun way to transform classic brownies into a sweet treat with a pop of portability. [Get the recipe »](#)



LEMON BLUEBERRY SKILLET

Versatile enough to be used as a breakfast or brunch dish — or even a dessert! [Get the recipe »](#)

Chef Throwdown: Retro Desserts Reimagined

We challenged our chefs to take a classic dessert and reimagine it in a new, unexpected way. [Watch the video »](#)

MAKING Change WORK FOR YOU

The foodservice industry has seen more than its fair share of changes over the past couple of years. While unpredictability seems constant, with the right partners, products and solutions, there are opportunities to make the best of recent shifts. →



IMPROVING AND PROTECTING MARGINS

Supply chain disruptions and other factors have made it crucial to take a close look at portion sizes, but the practice isn't about serving less food to save money. It's about finding the balance between meeting guest expectations and delivering value — for patrons and operators alike. Chef Michael Braden from General Mills recommends caution though. “Be careful when reducing portions. Customers have the expectation they'll get what they got last time. You want to ensure you're protecting your perceived value.”

For example, he suggests offering different sized portions of some of your most popular menu items. This strategy offers customers a lower cost, lower portioned option for someone who may want to spend or eat less — and the dish can also be priced to provide better margins for you.



6 in 10
full-service operators reported offering fewer menu items than pre-pandemic.¹

“It's the right time to ask tough questions of your menu: What are cash cows and what are the dogs? Is this dish bringing me profit, or do I think I can cut this? Strategically reevaluating your menu is a crucial and wise practice.”

CHEF MICHAEL BRADEN
SENIOR CULINARY MANAGER, GENERAL MILLS FOODSERVICE

“Alleviate back of house labor and supply constraints through use of frozen, refrigerated and speed scratch products.”

THE STATE OF THE
INDEPENDENT OPERATOR
MOMENTUM, TECHNOMIC 2022

Another strategy Chef Michael recommends is to continuously train your staff and make them partners in your efforts to preserve margins and reduce costs. Reiterate how crucial it is that every portion be the exact right size — down to the ounce — so nothing is being given away.

MENU SIMPLIFICATION

Now is the ideal time to audit your menu and make tough choices on items that can be removed. LTOs can help you ease the transition while you figure out the right balance.

There are plenty of advantages to simplified, more streamlined menus:

- They alleviate the hurdles that come with labor shortages and can create faster order turnarounds.
- Larger profit margins can be achieved by increasing order sizes and lowering the number of items you keep in inventory.
- While making menu cuts may seem painful, you can achieve more consistent branding by being known for a few key, signature items.

MAKING NEW MENU FORMATS WORK HARDER

As online ordering along with digital and web-based menus grow in popularity, it's important to unlock their full potential. Here are a few of the upsides:

- Digital menus offer the flexibility to be updated on the fly, allowing for adjustments due to supply issues and other factors.

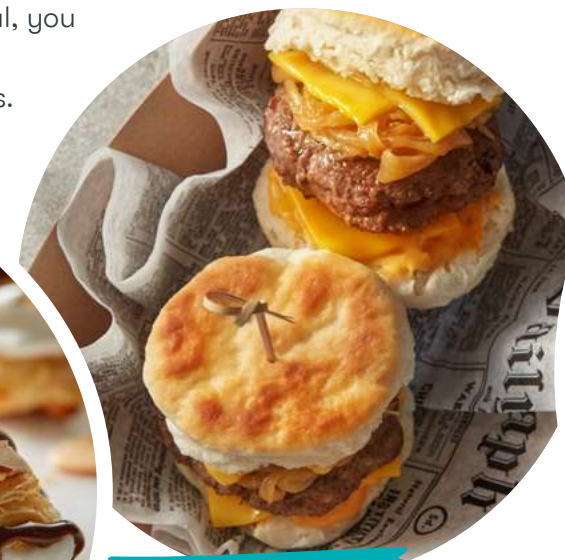
- Online ordering brings in a wealth of information that can be analyzed for inventory management, menu insights, staffing needs and more.
- With a few upgrades, takeout and delivery orders can be managed by your own site to avoid delivery surcharges that deplete margins.
- Various reminders and suggested add-ons can be implemented to boost up-sells, especially for online ordering.

Work closely with your digital menu provider to ensure you have the most impactful templates, experience data and other benefits they provide.

Change is certainly here to stay, and while it may be frustrating, putting a positive spin on necessary pivots will help today and tomorrow.



Chocolate Almond Croissant Éclairs »



Crispy Patty Melts »



Plant-Based “Tenders” and Biscuit Sandwiches with Hot Honey Butter »



To get started with menu simplification, try these tasty, on-trend recipes that only use 5-6 ingredients.

¹NRA Industry Forecast 2022



ReTHINKING SCRATCH

Part of what makes scratch cooking so appealing is the idea the item was crafted by hand, from time-honored recipes and traditions. However, with today's labor shortages, supply chain issues and razor-thin margins, scratch recipes don't fit within the reality some operators are facing. It's worth examining choices that bring the wholesomeness, taste and quality of scratch with much more simplicity and ease.



GET TO KNOW YOUR FREEZER-TO-OVEN CHOICES

Brands like Pillsbury™ have a heritage built on quality, craft and dependability. With consistency and value being extremely important to today's customers, now's the time to take a closer look at the benefits of freezer-to-oven items. These products deliver:

- Consistent size and shape
- Minimal training required
- Speed-to-plate which helps turn tables
- Reduced waste — bake only what you need



Pillsbury™
Freezer-to-Oven Croissants »



Pillsbury™
Freezer-to-Oven
Cornbread Biscuits »



Pillsbury™ Supreme™
Freezer-to-Oven
Cinnamon Roll Dough »



Pillsbury™
Freezer-to-Oven
Southern Style Biscuits »



Pillsbury™ Best™ Place & Bake™
Twirl Dough Cinnamon »



CHEF MICHAEL BRADEN
SENIOR CULINARY MANAGER
GENERAL MILLS FOODSERVICE



PILLSBURY™ BAKE IN ADVANCE PROGRAM

The General Mills culinary team created the Pillsbury™ Bake in Advance Program to help operators address labor challenges and maximize revenue. It demonstrates how to batch bake Pillsbury™ Frozen Baked Goods in advance, freeze and then thaw as needed. This strategy allows you to:

- Work with all labor skill levels
- Make the products you need weeks in advance — efficiently using your staff
- Bake anytime, including off-peak hours
- Freeze and thaw without compromising product quality
- Thaw and use only what you need to help save costs and minimize waste

Check out the execution guide, tips, recipe ideas and more! [Get inspired »](#)



FIRST-IN-FIRST-OUT PROTOCOLS

It's always a good idea to make sure your staff is doing all they can to ensure items closest to their expiration date are used first.



GARBAGE CAN CHECKS

It's not the most glamorous task, but taking stock of what's being wasted offers powerful insights into simple changes you can make.

“Your back-of-house staff is invaluable in ensuring you're not creating unnecessary waste. Look for ways to engage and empower them so they're true partners in reducing costs. For instance, when you do a garbage can check, let them know what you find, and explain ways they can help. If they feel invested in the success of the operation, they will simply perform better.”

New Ways to Turn Your STALES INTO SALES

Now more than ever, it's crucial to ensure you're getting the most from every single item you make. Here's fresh inspiration to take goods from yesterday's bakery case and turn them into something special.



▲ Cinnamon Roll French Toast Breakfast Sandwich »

Yesterday's baked cinnamon rolls are today's French toast transformed into a breakfast sandwich with bacon, egg and cheese.

◀ Irish Chocolate Truffle Bread Pudding »

This rich, custardy bread pudding can be made with day-old croissants, bittersweet chocolate and Irish cream liqueur.

◀ Seared Southwest Steak with Jalapeño Cheddar Toast »

Jalapeño cheddar scones make a crispy toast and pair perfectly with this southwest steak meal. Use day-old scones to speed prep and reduce waste.

◀ Baked Pancake French Toast »

Leftover pancakes can be given new life as delicious, versatile French toast. Pair with savory breakfast proteins or go sweet with seasonal fruits.



OUR BEST
JUST GOT
better

Better texture¹
SOFT, FLUFFY & LIGHT



Better bite²
CRISPIER OUTSIDE,
MOIST INSIDE



MADE WITH
100% Premium
SOFT WHITE WHEAT FLOUR



Check out our newly improved Southern Style Biscuits from the #1 selling foodservice biscuit brand!³
generalmills.com/BetterBiscuits

generalmills.com



General Mills
FOODSERVICE

1-800-243-5687

¹Guidance CLT 1/21: Atlanta, GA, N=126, better delivered on airiness, tenderness, and moistness than our previous Southern Style biscuits
²Guidance CLT 1/21: Atlanta, GA, N=126, better delivered on crispness and moistness than our previous Southern Style biscuits
³The NPD Group/SupplyTrack®, Frozen Biscuits in Foodservice Channel, 12 months ending May 2022, in Units & Pounds



SPOTLIGHT

Chef Gilles



Chef Gilles Stassart is a man on a mission. He's always searching for ways to help make the lives of foodservice professionals easier and supporting their efforts to serve the food that will delight their customers without being labor intensive. He's a strong advocate for Yoplait® ParfaitPro® which allows operators to craft a multitude of different items with just one product.

He says, "With one case, you can plan a menu for two weeks and never serve the same thing." When asked about the current state of foodservice, Chef Gilles is excited about how things are slowly returning to pre-COVID norms. He sees patrons focusing on the trends that were important before the pandemic such as healthier eating, choosing foods with purpose and reinventing dining habits. New Yoplait® ParfaitPro® Dairy Free vanilla helps deliver on all those choices. He says, "It's plant-based, vegan and so versatile — the sky is the limit for how you can use it. People are looking for something new, so be creative!"



Scan here to follow [@generalmillscf](#) on Instagram for Culinary Live videos, product information, recipes, menu inspiration and more!



▲ Coconut Blueberry Chia Yogurt Parfaits »
▲ Dairy Free Mango Green Smoothies »



ONE-CASE WONDERS: YOPLAIT® PARFAITPRO®

Did you know that with just one case of one product, you could create so many unique, delicious dishes? Check out fresh inspiration to help you do more with less inventory, labor and waste.



DESSERTS



Dairy Free Coconut Cream Pie »

DIPS & DRESSINGS



Vegan Ranch Dressing »

PARFAITS & SMOOTHIES



Pumpkin Pie Yogurt Parfaits »

Rebates to Help You Do More With Less

Score your favorite products for less by visiting generalmillscf.com/resources/rebates



**NATIONAL
BISCUIT
REBATE**



**PLANT BASED
YOPLAIT®
PARFAITPRO®
REBATE**



**PILLSBURY™
MIX OPERATOR
REBATE**



**FROZEN
BAKED GOODS
REBATE**

5 REASONS TO JOIN GENERALMILLSCF.COM



REBATES

Exclusive cash-back offers on your favorite General Mills products



WISH LIST

Organize and curate lists of products to print and share



FAVORITES

Save your favorite recipes and business-building ideas



EXCLUSIVE NEWSLETTER

Be the first to know about product news, trends, promotions and more



EXCLUSIVE SAMPLES

Request members-only samples of eligible products

JOIN TODAY AT generalmillscf.com/register

