

foodservice

INSIGHTER

TURN
the TABLES

BUILD MOMENTUM
into 2022 and **BEYOND**

2021 FALL FOOD TRENDS

OUT TO LUNCH

FIND SUCCESS
with a signature menu item





TURN *the* TABLES

Resilient is an understatement.

You've persevered through once-in-a-generation challenges, and the operation you put your hard work into likely looks much different than it did just two years ago. There's no doubt that you'll continue forging ahead, but with the pandemic still lingering, you may have questions like:

"How do I keep business going with fewer employees?"

"Should I be at full capacity?"

"Do people still want to eat comfort food?"

"Are QR code menus the way to go?"

The industry is still experiencing a seismic event. One that—even with massive gains made in patron safety—is forcing operators into a constantly revolving door of do's and don'ts, pros and cons, wins and losses.

With new problems that don't seem to have an answer, the best solution is the same as it's always been: learn, adapt and create a new future.

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DOWNLOAD THE DIGITAL EDITION

Scan QR codes
throughout the
issue to access
bonus content

In this issue

You'll find content, tips and recipes to assist you in welcoming this change with open arms—one day at a time. Don't worry about reaching a "new" normal: let's turn the tables instead.



2021 FALL TRENDS from Chefs of the Mills

Discover ways to delight your patrons and increase your sales with the latest tips and tricks from our talented team of culinary experts—all so you can do more with less!

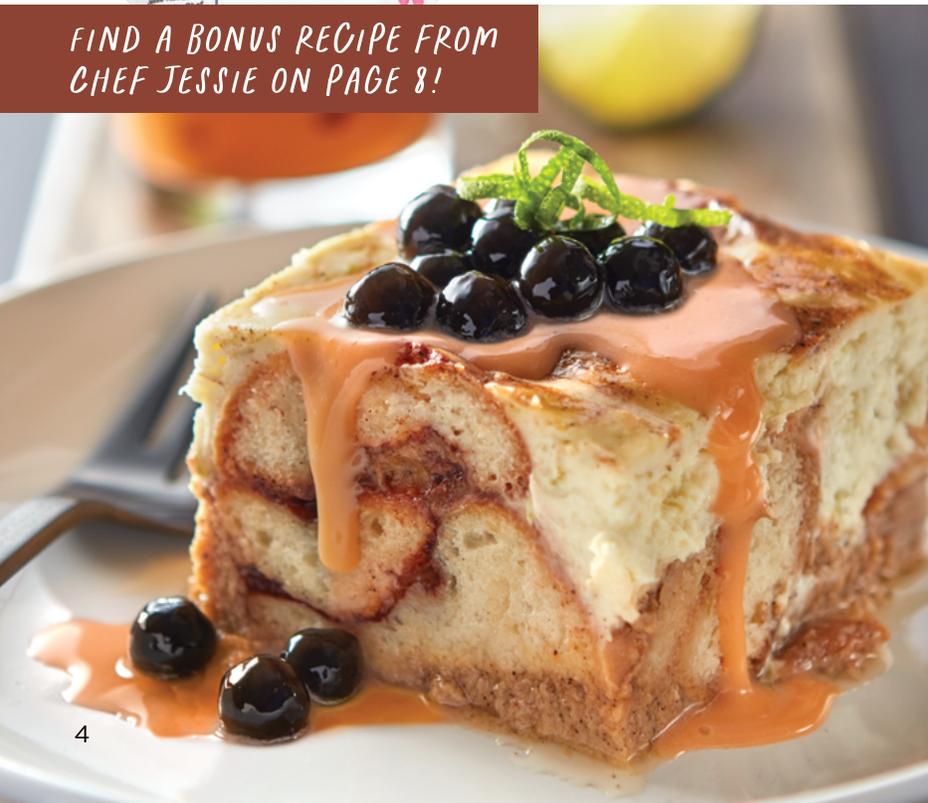


Chef Jessie Kordosky

TURN YOUR SALES INTO SALES

“Don't let your stale baked goods go to waste. Here are a few recipes to take yesterday's bakery case and turn it into today's hot new menu special. Catchy names will create curiosity, but the amazing flavor combinations will keep your patrons coming back for more.”

FIND A BONUS RECIPE FROM CHEF JESSIE ON PAGE 8!



▲ SAVORY CRAB BREAD PUDDING SOUFLÉS

Pillsbury™ Garlic & Cheddar Mini Biscuit Dough 1.2 oz (O6331)

◀ THAI TEA LIME SWIRL FRENCH TOAST BAKE

Pillsbury™ Supreme™ Place & Bake™ Frozen Cinnamon Roll Dough 3.0 oz (O5358)

◀ **SPICY RED PEPPER
FETA HUMMUS WITH
SPINACH TRIANGLES**

*Pillsbury™ Frozen Pie Dough
Rounds (10090)*

▶ **TRÈS CHIC(KPEA)
SPICE CAKE**

*Gold Medal™ White Cake Mix
(11132)*



*Chef
Monica Coulter*

**MAKE HISTORY
WITH CHICKPEAS**

“Chickpeas are being listed as a top trend, but this is no culinary fad. They’ve been used throughout the Middle East for thousands of years—even before recorded history. Today, these legumes can be found in cuisines worldwide and are extremely versatile.”



*Chef
Curt Wagner*

**ONE BREAD DOUGH...
PLENTY OF POSSIBILITIES**

“Making bread can seem like a daunting task, so I developed a formula that’s easy to execute and full of limitless flavor possibilities. Rest assured, these won’t last long enough to go stale!”



*FIND ANOTHER BAGUETTE
RECIPE FROM CHEF CURT
ON PAGE 13!*

▲ **TOMATO, BASIL AND GARLIC
ARTISAN-STYLE BAGUETTES**

Made with Gold Medal™ All Trumps™ Flour

▲ **CHOCOLATE, CHERRY
AND PECAN ARTISAN-STYLE
BAGUETTES**

Made with Gold Medal™ All Trumps™ Flour

↙
*SCAN THIS CODE
FOR THE RECIPES!*



**SAUSAGE AND EGG
JALAPEÑO CHEDDAR
BREAKFAST SCONE-WICH**

*Pillsbury™ Place & Bake™ Jalapeño
Cheddar Scones (11137)*

Add buttery
flavor to
your breakfast
meals!



**GRILLED CHICKEN
PESTO CROISSANT
A LA PLANCHA**

*Made with Pillsbury™ Baked
Croissant Butter Pinched,
Sliced, 2.5 oz (32109)*

**EVERY
WICH
WAY**

**JALAPEÑO CHEDDAR
BLT SCONE-WICH**
*Pillsbury™ Place & Bake™ Jalapeño
Cheddar Scones (11137)*



*Go beyond the bun
with Pillsbury™
sandwich carriers!*

Sandwiches are a staple in the American diet, with 61% of consumers eating at least two per week at home.¹

Want a new way to mix it up for these sandwich fans? Go beyond basic bread with Pillsbury™ sandwich carriers! These easy-to-prepare products can unlock countless ways to offer delicious, low-labor and takeout-tolerant favorites.



**SZECHUAN CHICKEN
BISCUIT SANDWICHES**
*Pillsbury™ Southern Style Frozen Dough
Biscuit, 2.2 oz (06252)*

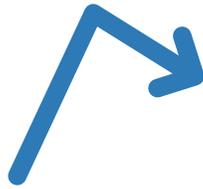
Spice up
your bar & grill
sandwich
menu!

¹Datassential 2020 Sandwich Report



BBQ CHICKEN AND BISCUIT SANDWICHES

Pillsbury™ Southern Style Easy Split™ Frozen Dough Biscuit, 3.17 oz (06249)



Young patrons flock to QSRs for chicken

Chicken sandwiches weren't just a viral moment on the internet—they helped quick-service restaurants make big gains with Gen Z and Millennials in 2021.²



The ultimate choice for chicken!

Countless ways to customize

Going beyond basic bread has its benefits. There are unlimited ways to offer a brand-new twist on a familiar classic. Try mixing it up by using Pillsbury™ sandwich carriers.



UPSCALE BLT CROISSANTS

Pillsbury™ Freezer-to-Oven Butter Croissant Dough Pinched (11874)

Scan the QR code to find the perfect way to upgrade your sandwich carriers!

²“How the rise of the chicken sandwich lifts all QSRs,” QSR Web, May 27, 2021



SUSTAIN-ABLE

4 ways restaurants can reduce their environmental impact

Nearly every industry is looking for more ways to eliminate habits that have a negative impact on the climate. One way for both consumers and operators to make an environmental impact is through food—and restaurants are a key location where these decisions are made.

Up to one in four diners seek out climate-minded menu items, and one in five will pay extra for these sustainable meals.¹ So, how do restaurants fulfill this demand? Although menus are always a work in progress, some ingredient choices and business practices can certainly boost “climate-friendly” efforts.

Here are four green ideas for your operation!



Dark Chocolate Malted Croissant Bread Pudding



BE UPFRONT

First things first: no person or restaurant can be perfectly sustainable. However, making an honest effort speaks volumes to those who care about the cause. So don't be shy about sharing what your restaurant is doing right:

Point out sustainable meals on your menu with icons (a practice that 47% of diners like to see).¹

Have a 2-3 sentence statement on your green policies that you can include on the back of your menu or share on social media.

“Just one bite is impossible to do!”

CHEF JESSIE



GO OVER THE TOP WITH LEFTOVERS

Reusing your old baked goods isn't just a way to turn stales into sales—it's also a great sustainability practice. This Dark Chocolate Malted Croissant Bread Pudding, by General Mills' Chef Jessie Kordosky, repurposes extra product to create an indulgent breakfast treat or a delicious dessert.





Veggie Sausage and Apple Butter Biscuit Sandwiches

TIP
Being sustainable doesn't necessarily mean being vegan. An enticing meat-substitute on a buttery biscuit with a side of fruit can make for a perfect environmentally-friendly lunch.



3

LEAN ON ECO-FRIENDLY FAVORITES

Meat is considered to be the least climate-friendly menu item¹, but that doesn't mean you have to remove it entirely from your menu. Instead, simply make sure you have plenty of options for sustainable entrees, appetizers and desserts. Fresh veggies and fruits are seen as the most sustainable foods, followed by plant-based proteins like tofu and vegan meat.¹

4

STAY IN THE LOOP

The bottom line with sustainability is that many topics are anything but simple. Issues like sustainable packaging and sourcing ethical protein seem straightforward—but executing them will be different for every operator. If sustainability is a priority for your restaurant, check out these valuable resources to find the right solutions for you:



- Food Waste & Packaging Waste**
Bon Appetit Management Company • bamco.com
- Sustainable Seafood**
Monterey Bay Aquarium Seafood Watch • seafoodwatch.org
- Sustainable Beef**
ASPCA Meat, Eggs and Dairy Label Guide • aspc.org



¹IFMA Consumer Planning Program Wave 1: August 2021

TURN the TABLES

**Build
momentum
into 2022
and beyond.**

What has the return to “normal” for foodservice been like? Let’s start with good news: a widespread return to indoor dining is happening before our eyes. Nearly 80% of restaurants have fully reopened with dine-in service—and 66% are offering the same amount of seating they had before the pandemic.¹ While these aren’t full-strength numbers, they provide a breath of fresh air for a weary industry.

Many hurdles still exist, however—most notably the ongoing labor shortage. In August 2021, the Bureau of Labor Statistics reported that the food and beverage industry was 1 million jobs short of February 2020 numbers.² Many patrons are also still clinging to cautious habits and are apprehensive about making a full return to their favorite establishments.

This leads to a familiar question: *What should restaurants do moving forward?*

New strategies will likely emerge in the coming months that may vary depending on your state and county. However, the significant investments you have made over the past year shouldn’t be pushed to the side. Rather than starting from scratch, there are plenty of simple ways to evolve your current strategies to build momentum into a new year.

4 CHANGES TO MAKE IN 2022

SMARTER SANITIZING

You’ve got the hand sanitizer stations covered, and there are plenty of cleaning procedures that likely take place at your restaurant daily. In order to maximize the valuable labor of your employees, it’s best to focus these efforts where they matter most.





Key cleaning area: self-service stations

Condiment stations, salad bars, water coolers and more—1 in 4 consumers are “very concerned” about using self-service stations, and 29% said the #1 way to make them feel safe is to see a designated employee visibly wiping down these areas.¹ Try using a time-stamped card stating when the area was last cleaned.

2

KEEP WINNING WITH COMFORT FOOD

Consumers are missing foods like pizza, BBQ and other indulgent meals they can’t easily make at home.¹ Since comfort food is here to stay, continue to bet on these dishes with new recipes that capitalize on the flavor profiles your customers crave.

HOT FLAVOR!

Red Hot Waffle with Buffalo Shrimp



BUFFALO SAUCE
PAIRED WITH
PROTEINS OTHER
THAN CHICKEN
+11.1%³

3



DIGITAL MENUS FIRST, PRINT MENUS SECOND

Thanks to QR codes, print menus aren’t changing hands as often. While that’s certainly a win for sanitation, digital menus shouldn’t be your only option.

Keep a few print menus at your host stand for customers who request one or aren’t as comfortable with technology. You can also use these backup menus if your digital menu or QR code ever malfunctions.

QUICK STAT

Only 13% of operations are relying exclusively on digital menus.¹

"THESE ARE THE BEST BISCUITS. TASTED LIKE THEY WERE MADE FROM SCRATCH. SO EASY TO PREPARE. JUST TAKE FROM FREEZER, TO BAKING SHEET, TO OVEN, TO MOUTH."

DEBBIE, FOODSERVICE OPERATOR



4

LEAN ON LABOR SAVERS

Instead of making time-consuming baked goods from scratch, try Pillsbury™ freezer-to-oven solutions for consistent quality and ease. These back-of-house game changers are more than just delicious—they're:

► Versatile

One Pillsbury™ product can open up a variety of menu options. Like freezer-to-oven biscuits, which can become:

- Naan bread
- Waffles
- Kolaches
- Pull-apart breads
- And so much more!

► Efficient

Tons of flavor + minimal labor. Using Pillsbury™ products can help your operation unlock key benefits like:

- Bake-ahead-and-freeze tolerance for fresh baked flexibility
- Purchasing fewer ingredients
- Training staff less often
- Fewer mistakes in the kitchen

► Takeout-ready

Nearly all restaurants (95%) offer takeout¹, but not all foods are meant to hit the road. With products like hearty Pillsbury™ Biscuits, operators can build to-go meals that will stand up to the challenges of carry-out and satisfy patrons' expectations.

Discover more trends and labor-saving recipes by following [@GeneralMillsCF](#) on Instagram and catching our Chefs of the Mills on Instagram Live. **Scan the QR code to get started!**

¹IFMA Consumer Planning Program Wave 1 August 2021

²Bureau of Labor Statistics, Food Services and Drinking Places: NAICS 722, August 2021

³Technomic Ignite Menu, Q1 2021



We mill it, you knead it.

UNBLEACHED. UNBROMATED. UNMATCHED.

With **nearly 30 bags of untreated flour** to choose from—like hard and soft wheat flours, specialty flours and rice flour—there's no better partner for your **clean-label** applications than General Mills.



Connect with our team of expert sales reps to find the right bag for your pizza, baked goods and other bakery creations. **Scan the QR code** to get started!



Chef Curt's Artisan-Style Baguettes feature untreated Gold Medal™ All Trumps™ Flour! Find the recipe at GeneralMillsCF.com.

OUT TO LUNCH

Pick up noon meal orders with takeout!

Prior to 2020, lunch was the top foodservice occasion¹ due to work and school crowds out looking for a bite to eat. Although the meal is picking up slightly, 76% of people recently surveyed said they still pack their own lunch for work and school.²

Even though lunch isn't back at full strength, there's still plenty of opportunity to drive sales and breathe some life back into this profitable meal—but you must meet consumers where they're at with their pandemic precautions.

FOR LUNCHTIME SUCCESS, GO ALL-IN ON GRAB 'N GO

Although more workers are returning to the office, 84% say they still prefer takeout over dining in.² That, of course, means portability is key for any grab 'n go lunch. To win with this audience, make grab 'n go meals that retain their quality after a short time spent traveling in a to-go box.

BETTER THAN BREAD

Sandwiches are a lunch mainstay, but traditional bread can get soggy. Add some hearty support to your meals by swapping biscuits, croissants and savory scones as the carrier.

SPICY CHICKEN
SANDWICHES

+286%³

GET THE RECIPE Honey
Hot Buttermilk Biscuit Sliders





BACON CHEESEBURGERS

+113%³

GET THE RECIPE

Breakfast Burger Macs



CAESAR SALAD

#8 ORDERED
ITEM IN 2021³

GET THE RECIPE Portable
Grilled Chicken Caesar Waffles

TIPS FOR DRIVING LUNCH TRAFFIC

- ▶ **DISTRIBUTE MENUS** to offices and other businesses in your area
- ▶ **OFFER A SMALL DISCOUNT** to first-time eaters who show a business card or a work ID
- ▶ **IMPLEMENT A PUNCH CARD** where your customers can purchase five lunches and get the sixth free
- ▶ **PROMOTE A ONE-TIME BOGO DEAL** so customers can bring a friend or co-worker to lunch
- ▶ **HAND OUT FREE** fountain beverages one day a week (with the purchase of a lunch entrée)

¹Datassential Coronavirus Traffic Briefing 21 | 5.26.2021

²Datassential Coronavirus Report 55 | 7.27.2021

³DoorDash Second Annual Deep Dish Report: 6.8.2021



GET THE RECIPE
Boudin Pastry Tarts



Find success with a signature menu item

What happens when a single menu item becomes the showstopper? Just ask Huya Craft Coffee co-owners Kily LaGarde and David and Shayna Hines. They were named winners in the Neighborhood to Nation Recipe Contest for their Boudin Pastry Tart.

To save on labor, the Huya team chose frozen pie dough sheets for their recipe—and overnight, it became a must-have item. To keep up with demand, they began cranking out hundreds of different flavors each week.

“They really stand out in the bakery case as they are a very visual item—often made with colorful icing and creative toppings,” said David. “They offer a bit of nostalgia for those of us who grew up eating Pop-Tarts®, it’s like a fancier treat that takes you back to your childhood.”

Looking for the right canvas for your new culinary creativity? Pillsbury™ Frozen Pie Dough Sheets—and other favorites like Puff Pastry—are low-labor and versatile items for takeout that can be easily reheated.

Scan this QR code to discover the right product for your operation by connecting with a General Mills sales rep.





FROM
FREEZER
TO
FLAWLESS
*Every Single
Time*



New!



Freezer-to-Oven Croissants

NO THAWING. NO PROOFING.

Simply place and bake for buttery, flaky perfection. Talk with your distributor sales rep or General Mills sales rep about money-saving offers—so you can experience the **low-labor way** to bake up delicious croissants, **every single time**.

Recipe: Upscale BLT Croissants made with Pillsbury™ Freezer-to-Oven Butter Croissant Dough Pinched (11874)



*Scan to see more
croissant perfection!*

Look ON THE upSIDE



Creative side dishes to drive sales at your operation.

Every tray of BBQ needs some sweet cornbread. Just like every basket of chicken tenders needs a buttery biscuit.

Delicious side dishes are a must for almost every entrée—but sides with extra stopping power can drive additional profits by adding irresistible indulgence. For the right offerings, patrons won't think twice about paying a little more.

Check out how much you can add to a ticket with mouthwatering recipes using low-labor General Mills products!

STRAWBERRY CORNBREAD PANZANELLA *Gold Medal™ Honey Cornbread Mix (11455)*

This cornbread twist on an Italian bread salad is the perfect opening act for a tray of BBQ.

upSIDE Offer as a side salad upgrade for ~\$4

NEW! PILLSBURY™ CORNBREAD BISCUITS, SERVED WITH A SPECIALTY BUTTER

Biscuits just got a little sweeter with the latest place-and-bake innovation from Pillsbury™.



upSIDE Upgrade for ~\$0.75



SOUTHERN PIMENTO CHEESE BISCUIT BOMBS

Pillsbury™ Southern Style Frozen Dough Biscuit, 2.2 oz (06252)

Pair fried chicken with two of the South's other favorites—biscuits and pimento cheese.

upSIDE Add as a side for ~\$2 or deliver a basket of 6 for ~\$11



CROISSANT MUFFINS WITH KAYA COCONUT JAM

Pillsbury™ Frozen Croissant Dough 3.75 oz

Flaky, buttery layers of croissant dough take new shape in a familiar muffin format.

upSIDE Add muffin with spread to the meal for ~\$2

MINI HAM AND CHEESE BISCUITS WITH MUSTARD BUTTER

Gold Medal™ Buttermilk Biscuit Mix (11765)

A craveable combo of diced ham and shredded cheese baked in a biscuit.

upSIDE Add biscuit with spread to the meal for ~\$1



JALAPEÑO CHEDDAR BISCOTTI

Pillsbury™ Place & Bake™ Jalapeño Cheddar Scones (11137)

Vanilla-lime icing calms the heat on this companion to a cup of coffee.

upSIDE Pair with coffee for ~\$1

47% OF CONSUMERS FIND SWEET & SPICY FLAVOR COMBINATIONS APPEALING*

What side dishes are you whipping up with Pillsbury™ and Gold Medal™? Tag @GeneralMillsCF on Instagram to show us your creations!



* DoorDash Second Annual Deep Dish Report: 6.8.2021

NEW 2021-2022 REBATES

Score your favorite products for less by visiting
GeneralMillsCF.com/Resources/Rebates



NATIONAL
BISCUIT
REBATE



FREEZER-
TO-OVEN
CROISSANTS
REBATE



DI
PRIM'ORDINE
FLOUR
REBATE



FROZEN
BAKED GOODS
REBATE

5 REASONS TO JOIN [GENERALMILLSCF.COM](https://GeneralMillsCF.com)



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FAVORITES

Save your favorite recipes and business building ideas



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



EXCLUSIVE SAMPLES

Request members-only samples of eligible products

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