

foodservice

# INSIGHTER

BROUGHT TO YOU BY PILLSBURY™ PROFESSIONAL

## Takeout Today

### 3 TIPS

for creating shareable social content

### MENU THIS,

what's trending in 2020

### OPERATION

comeback

### TAKEOUT

add-ons and upgrades

### HOW TO

improve an eat at home experience

### DO MORE

with less

## HOW TO RISE

to the occasion for curbside pickup, delivery and dine-in

## FIND REBATES

resources, and tools inside →





## *Introducing* **FOODSERVICE INSIGHTER**

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Our mission is simple: we serve you to serve others.

We are proud to support the foodservice operators who are doing their best to serve the food their customers love. This may be the beginning of a new chapter, but we are here for you for the long haul.

At a time when each day seems to bring new challenges, there are also new opportunities. So, whether you are fine-tuning your menu or rethinking parts of your business model, please know we are at your service to share fresh ideas, insights and inspiration to help ensure your continued success.

To play our part, in this moment and beyond, Pillsbury™ Professional has created *Foodservice Insider*—a hub of industry trends and best practices to make your day a little easier. And we're thrilled to share this first edition with you.

### *In this issue*

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#### **THE NEW NORMAL FOR RESTAURANTS**

COVID-19 has forced the industry into an unprecedented moment, with change being the only constant. Takeout has become the dominant way for operators to feed patrons, and for patrons to continue to support restaurants. From simple grab-and-go items to elaborate family-style meal kits, operators are demonstrating adaptability and agility like never before.

How do you continue to create interesting to-go meals that keep patrons coming back for more? Throughout this magazine, you'll find insights and tips to help you take your takeout to the next level. You'll learn about the meals social distance diners are craving, opportunities to improve their dine-away experience and how you can do more with less to maximize your efficiencies and keep your business going strong.

*Ready to get started?*

All claims from 2020 Dataessentials "One Table Consumer" Report, unless noted.



# DO MORE WITH LESS

## 3 Versatile Pillsbury™ favorites

With more takeout meals being ordered than ever, off-premise appetites and attitudes are shifting rapidly. Staying responsive to what your patrons want—while optimizing your efficiencies and controlling costs—is key to maximizing sales. “To keep customers coming back, it’s key to create signature dishes that are compelling and unique,” said Chef Michael Braden who is a senior culinary manager and leads the Global Culinary team at General Mills Foodservice. “Having familiar, easy-to-use ingredients that can be transformed into more than one dish is a gamechanger.” Here are some top-selling Pillsbury™ doughs and batters that are consistent, versatile and tolerant to hold up to takeout:

*“Our culinary team has done the legwork to help operators with application and recipe ideas for each of our Pillsbury™ products to help them round out their menus, reduce waste and increase profits.”*



**MICHAEL BRADEN**

**SENIOR CULINARY MANAGER, GENERAL MILLS FOODSERVICE**



### PILLSBURY™ BISCUITS

Crisp on the outside, tender on the inside, and full of the classic flavor you know and love. Nothing says home-cooked quality quite like biscuits—and they stand up to the demands of takeout better than other side breads or bread carriers.

#### *Enjoy as:*

- A single side with an entrée
- In multiples for a family-style side
- A sandwich carrier



### PILLSBURY™ PIE DOUGH ROUNDS

Roll, bake, top or fold: Pillsbury™ Frozen Pie Dough Rounds make it easy to create a range of tasty, mobile meals, perfect for breakfast, lunch and dinner.

#### *Enjoy as:*

- A meat-filled empanada
- A sweet apple hand pie
- An open-faced salad tart



### PILLSBURY™ CORN MUFFIN BATTER

Sweet, savory and full of iconic cornbread flavor, this batter does much more than just make muffins. It’s the perfect canvas for all kinds of flavors and versatile formats.

#### *Enjoy as:*

- Baked in a sheet pan
- A carrier for sandwiches

***Try our recipes on the following page or visit [GeneralMillsCE.com](http://GeneralMillsCE.com) for more inspiration. And don't forget to share your results at [PillsburyProfessional.com](http://PillsburyProfessional.com)!***



# ITALIAN BISCUIT WRAPS



## INGREDIENTS

- Pillsbury™ Southern Style Easy Split™ Frozen Dough Biscuit, 3.17 oz (06249)
- Gold Medal™ All-Purpose Flour (12610)

## SANDWICH FILLING

- Roast beef, sliced
- Prosciutto, thinly sliced
- Salami, sliced
- Cheddar cheese, sharp, shredded
- Dijon mustard

## EGG WASH

- Egg, large
- Water, cool approx. 72°F
- Kosher salt
- Black pepper, coarsely ground

## WEIGHT MEASURE

2 lb 6 oz	12 each
1 oz	¼ cup
1 lb 8 oz	4 slices
6 oz	12 slices
12 oz	12 slices
12 oz	3 cups
6 oz	12 Tbsp
2 oz	1 each
1 oz	2 Tbsp
	2 Tbsp
	2 Tbsp

## INSTRUCTIONS

### BISCUIT WRAP

1. Thaw biscuit pucks, covered, for 20 minutes at room temperature or overnight in refrigerator.
2. Sprinkle work surface and rolling pin with flour; roll biscuit pucks out into 6-inch circles.

### ASSEMBLY

1. Cut each slice of roast beef into thirds.
2. Layer each biscuit circle with 1 slice of the prosciutto, 1 slice of the salami and ⅓ slice of the roast beef.
3. Sprinkle 1 oz (¼ cup) of the shredded cheese over each biscuit wrap.
4. Add 1 Tbsp spicy mustard over cheese.
5. Fold biscuit into a wrap, tucking side edges in and then rolling up.
6. Place seam side down on greased or parchment-lined full sheet pan.

### EGG WASH

1. Beat egg and water in small mixing bowl with fork until well blended.
2. Brush egg wash evenly over filled biscuit wrap.
3. Sprinkle approx. ½ tsp salt and ½ tsp black pepper over each biscuit wrap and bake as directed below.

BAKE	TEMP	TIME
Convection Oven	325°F	8-10 minutes
Standard Oven	375°F	10-12 minutes

\*Rotate pans baked in convection oven one-half turn (180°) after 4 minutes of baking.



# MEXICAN STREET CORN EMPANADAS



## INGREDIENTS

Pillsbury™ Frozen Pie Dough Rounds (21009)

### CHILI LIME CREMA

Mayonnaise	8 oz	1 ⅛ cups
Sour cream	12 oz	1 ½ cups
Sambal Oelek chili garlic sauce		1 Tbsp
Lime juice		1 Tbsp
Granulated sugar		⅛ tsp
Garlic powder		½ tsp
Whole milk	1.5 oz	3 Tbsp

### FILLING

Cream cheese, softened	2 lb	4 cups
Sour cream	8 oz	1 cup
Mayonnaise	8 oz	1 cup

## INSTRUCTIONS

### PREP

1. Thaw pie dough round, covered, either at room temperature 15-30 minutes until flexible or refrigerated overnight.

### CHILI LIME CREMA

1. Combine mayonnaise, sour cream, Sambal Oelek chili garlic sauce, lime juice, sugar, garlic powder and whole milk in a mixing bowl.
2. Stir until combined and refrigerate until needed.

### FILLING

1. Combine cream cheese, sour cream, mayonnaise, green chilies, lime juice, hot sauce, garlic powder, paprika, red pepper flakes and salt in a large mixing bowl.
2. Stir until combined; fold in corn, cheese and bacon and refrigerate until needed.

## INGREDIENTS

### FILLING, CONT'D

Mild green chilies, canned	1 lb	2 cups
Lime juice	2 oz	¼ cup
Hot sauce	1 oz	2 Tbsp
Garlic powder		1 tsp
Smoked paprika		1 tsp
Red pepper flakes		½ tsp
Kosher salt		½ tsp
Roasted corn, IQF, thawed	3 lb	9 cups
Pepper Jack cheese, shredded	12 oz	3 cups
Bacon, cooked, chopped	14 oz	3 ½ cups

### FINISHING

Cotija cheese, crumbled	13.50 oz	2 ¾ cups
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### ASSEMBLY

1. Remove paper from pie dough round and place sticky side down on parchment-lined sheet pan.
2. Deposit #12 scoop of Filling mixture onto each pie dough round; flatten to cover half of the round, leaving a border.
3. Brush border all the way around with water; fold dough over filling and crimp edges with a fork to seal.
4. Bake as directed below until golden brown and flaky.

BAKE	TEMP	TIME
Convection Oven	325°F	18-22 minutes
Standard Oven	375°F	28-32 minutes

\*Rotate pans baked in convection oven one-half turn (180°) after 9 minutes of baking.

### FINISHING

1. Serve an empanada immediately topped with 2 tsp Chili Lime Crema and 1 Tbsp sprinkle of Cotija cheese.



# JALAPEÑO CHEESE CORN MUFFINS



## INGREDIENTS

Water, cool approx. 72°F  
Gold Medal™ Corn Muffin Mix (11442)  
Whole kernel corn, canned, drained  
Cheddar cheese, shredded  
Jalapeño peppers, fresh, diced

## WEIGHT    MEASURE

2 lb 10 oz    5 ¼ cups  
5 lb    1 box  
1 lb    3 cups  
12 oz    3 cups  
8 oz    1 cup

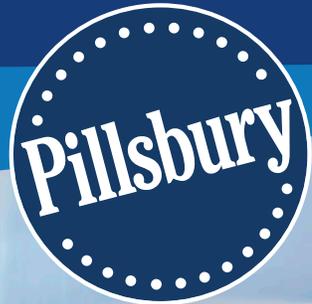
## INSTRUCTIONS

1. Combine water and muffin mix in large mixing bowl; fold in corn, cheese and peppers.
2. Deposit #10 scoop of batter into greased or paper-lined muffin pans.
3. Bake as directed below and allow to cool slightly before serving.

BAKE	TEMP	TIME
Convection Oven	375°F	15-17 minutes
Standard Oven	425°F	18-20 minutes

# BEST-IN-CLASS *for* TAKEOUT

Pillsbury™ products  
that hold up to the  
demands of carry-out



*Biscuits*



*Unformed  
Pie Dough*



*Corn  
Muffins*



*Jalapeño  
Cheddar Scones*



*Put these products to the test. Discover all of our  
road-ready Pillsbury™ recipes at [GeneralMillsCF.com](http://GeneralMillsCF.com).*





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*“With the increased appetite for takeout meals, this is an exciting time for restaurants to reimagine their menus and consider new offerings that make eating at-home more enjoyable”*

**TIM TRAINOR**  
**CORPORATE CHEF, GENERAL MILLS FOODSERVICE**

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# How to

## IMPROVE AN EAT AT HOME EXPERIENCE

**T**akeout preferences are shifting by the day, and it's important to keep up with changing moods and trends. Many operators look to specific menu items to please their loyal customers, but there are plenty of other methods to enhance the overall experience of off-premise dining. Here are some ways you can make takeout meals even better for your customers.



**TIP**

Load up a family-style tin with entrées and sides that reheat well in the oven.



**BRING OUT THEIR INNER CHEF**

Cooking is an extremely popular social distancing activity. For those who continue to avoid dine-in going forward, serve up “build-at-home” meal kits that make assembling a piece of cake, while still creating a fun activity.

Need inspiration? Check out NORMS, a California-based diner with 20 locations. They’ve been selling and delivering their own Care Packages to customers. A fan favorite, the “Bigger Better Breakfast” package, feeds 10 and includes 5 eggs, 1 lb. of bacon, 2 lbs. of hash browns, 1.75 lbs. of sliced fruit and much more.

**SECONDS, ANYONE?**

Dinner entrées are by far the most ordered meal during social distancing—and the amount of food people received played a big factor in what they picked. A reported 43% of takeout diners ordered enough food for leftovers. When possible, try giving your customers the option to select specific portion sizes (with prices that match, of course).

*“Maybe it’s a kid-friendly, pizza-assembly kit or maybe it’s all the components to build-your-own dessert—there are plenty of ways to surprise and delight customers even though they aren’t in your dining room.”*

**TIM TRAINOR**  
CORPORATE CHEF, GENERAL MILLS FOODSERVICE

**FUN & GAMES**

It’s still important to encourage diners to eat around the table with each other when possible. One way to make that happen? Include entertaining inserts in your to-go packaging. A sheet of conversation starters, some local news tidbits from neighbors, or even placemats with games for youngsters can all help encourage folks to connect over a meal.



***How are you improving the eat at home experience for your customers?  
Show us by tagging us on Instagram @GeneralMillsCF.***



FOR THE PROFESSIONAL

# Connect. Share. Discover.



Introducing  
**PillsburyProfessional.com,**  
a **NEW** online foodservice community.  
Chat with other pros, share your own  
experiences, and discover new ways to  
take your restaurant to the next level.



Join a network of passionate foodservice experts  
at **PILLSBURYPROFESSIONAL.COM** today!





# Menu this

## WHAT'S TRENDING IN 2020

What are customers craving for their takeout meals? When it comes to social distance dining, folks have their go-tos, foods they're getting a little tired of, and meals they simply can't refuse. Here's what's trending for off-premise eating:

# 1

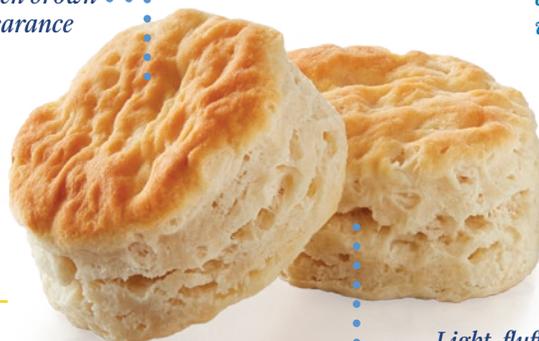
### COMFORT IS KEY

Everyone could use a little comfort right now. Which may be why comfort food is a top trend in our current time of social distancing. As this reality continues, look to create small moments of joy with home-cooked(esque) meals. Try Pillsbury™ Biscuits for hearty biscuits and gravy, or Pillsbury™ Cinnamon Twirls for a nostalgic morning treat.

### *Biscuits for the road*

An extended hold time makes buttery, flaky Pillsbury™ Biscuits perfect for takeout and delivery.

Golden brown  
appearance



Dual texture:  
crisp exterior  
with a soft interior

Light, fluffy  
and tender

## GLOBAL TASTE BUDS

Both Asian and Mexican cuisines are among the most missed in-person dining experiences. And while you can't replace their authenticity if it's outside your expertise, you can still experiment with their flavors by menuing globally-inspired, grab-n-go street foods.

Try our Char Sui Empanadas with Mole Glaze!

# 2



*“Consumer expectations are higher than ever—and understanding trends can help restaurants capture diners’ attention and keep them coming back. A first step may be looking at what you do well and adding an exciting twist or unique flavor that brings excitement to the menu.”*



**MARK HARMON**

**CONSUMER INSIGHTS EXPERT AT GENERAL MILLS FOODSERVICE**

# 3

## PUT A SPIN ON FAMILIAR MEALS

What do pizza and sandwiches have in common? They're the two meals that diners are most tired of. Consider adding some creative ingredients to make these dishes more exciting—like one of our many [indulgent dessert pizzas](#) or [elevated biscuit sandwiches](#).

*Follow General Mills Convenience & Foodservice on Facebook, Twitter and Instagram for even more tips and trends.*





**BISCUITS  
ALL WAYS**

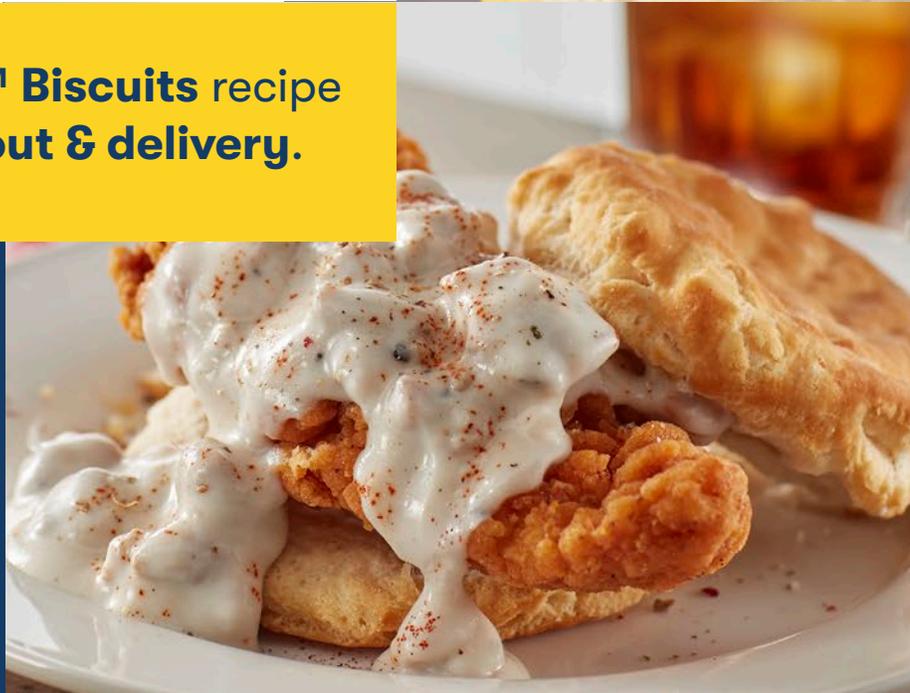
No matter how you  
enjoy biscuits, one  
thing's certain:  
**they're delicious all ways.**



**Get inspired with Pillsbury™ Biscuits** recipe  
ideas that are great for **takeout & delivery.**



Learn More at  
[generalmillscf.com](http://generalmillscf.com)





**E**ver since the pandemic hit, Brooke May, owner of La Luncheonette Craft Food in Belton, Texas, has been tweaking her menu and finding different ways to feed her regulars. All the while, she's been sharing frequent Facebook videos to let customers know what to expect and giving details about how the restaurant is working to safely serve them.



**2019 WINNER**

Inspired by these heartfelt videos, General Mills reached out to May to learn about the changes she has made at her restaurant that is known for its Mexican craft food and Mediterranean-inspired dishes. It was also a great excuse to reconnect with May, who happens to be a 2019 Neighborhood to Nation Recipe Contest winner, to find out if she is still serving her award-winning recipe.

**GENERAL MILLS:** How has your operation been affected in recent months?

**MAY:** Thankfully, we've been able to remain open, although we were limited to curbside early on in the pandemic. During that time, we implemented an online ordering system with Square that we continue to use today for takeout and delivery orders. We also use a third-party service to help with delivery.



When we were able to open our dining room again, at 50 percent capacity, we had to be creative since our space is so small. We've moved some tables into the grand foyer of the historic building we are located in as well as added some outdoor tables to safely accommodate more diners.

We are also lucky to have a food truck, Hecho en Queso, that we used quite a bit during the stay-at-home period and still roll out for special requests.

**GENERAL MILLS:** Are there any changes to your menu that are working well?

**MAY:** We are doing more family-style portions and meal kits that serve two to four people and include everything from brunch items to enchiladas, tacos, quesadillas or taquitos. These have been well received, and it has helped to promote select menu items or meal kits on specific days, such as Taco Tuesday, Way-Back Wednesday and Taquito Thursday. We've also kept our popular Kids Day each Thursday where kids can enjoy a complimentary meal with the purchase of a regular entrée.



People like a routine, especially during these chaotic times. Offering family meals and having 'day of the week' specials let customers know what to expect on these days and it helps our staff keep their sanity, too.

**GENERAL MILLS:** Any other tips or "lessons learned" that you would like to share?

**MAY:** Just like everyone else, I have been baking a lot more during the pandemic and started offering cookies, muffins and other baked goods in a cute basket near the cash register—which has led to somewhat of an unexpected, impulse-purchase opportunity! It has helped create some sales during slower times—like the afternoon—and has also led to additional purchases for those who are dining with us and those who are picking up orders at both breakfast and lunch.

**GENERAL MILLS:** Are you still serving your award-winning [Black Bean and Corn Biscuit Empanadas with Jalapeno Yogurt Sauce](#)?

**MAY:** Oh yes, the empanadas still make appearances on the menu, and I am already working on some new recipe ideas for this year's contest.

*To learn more about May, her restaurant and her award-winning dish in the Neighborhood to Nation Recipe contest, visit [NeighborhoodtoNation.com](http://NeighborhoodtoNation.com) or visit her restaurant's website at [laluncheonettetx.com](http://laluncheonettetx.com).*



# How to

## ADD EXCITEMENT TO TAKEOUT ADD-ONS AND UPGRADES

Fewer beverages, appetizers and desserts are being sold during the takeout rush of COVID-19. When customers sit down at your operation, those meal-time staples can beef up your bottom line. But how do you encourage takeout patrons to order more of these items?

Here are some solid ideas to start you off.

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*“A third of diners say that they are choosing to eat out as a treat or indulgence. Operators can tap into that by offering fun add-ons that make the dining experience memorable.”*

**MARK HARMON**  
CONSUMER INSIGHTS EXPERT AT GENERAL MILLS FOODSERVICE

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### MAKE IT SPECIAL

Nothing incentivizes customers quite like an exciting, unexpected limited time offer. And Pillsbury™ products are versatile enough to handle your bread and butter menu items while serving as the base for these new outside-the-box recipes. Are you a BBQ restaurant? Try baking up a delicious dessert with corn muffin mix. What about a pizza place? Turn baked goods into pull-apart bread loaded with mouthwatering flavor combinations.



## **BUNDLE UP**

Everyone likes a good deal. Mix it up on your nightly dinner menu with a “family-style” appetizer bundle. Offer 2-person entrées with the option to order 3 or more appetizers at a special discounted price. Not only will this deal add more appetizers to each check, it can also encourage diners to branch out and try dishes which could lead to a new favorite they add to each order.

## **CHECK OFF THEIR LIST**

A few avocados? A loaf of bread? If you have the ability, add a selection of grocery items to your online menu to give at-home diners a fast, easy way to get quality ingredients in their takeout orders (and prevent an unnecessary visit to the supermarket). Take any unused space at your operation to set up a temporary grocery space where you can set aside and conveniently access all of these ingredients.

## **DRINK TO YOUR HEALTH**

With next to no human interaction, pre-packaged beverages, from soda cans to bottles of wine, are among the safest items on a menu.



*Discover new ways to add a spark to your menu with our limited time offer ideas.*

# 3 TIPS FOR CREATING SHAREABLE SOCIAL CONTENT

Social media is one of the easiest ways for a brand to **connect with an audience**—and it's also one of the most preferred, especially among **millennials**. Here are three ways to make the most out of your social media presence:



## PRESENTATION

Arrange food neatly and consider props like utensils, fun napkins or a beautiful garnish

# 1

Wow your audience with great food photography



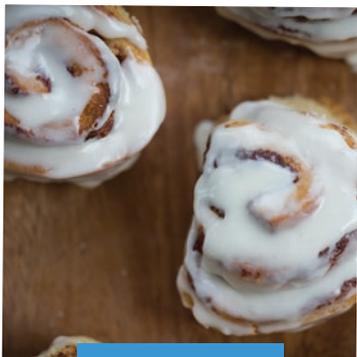
## LIGHTING

Take photos near a window or make sure you're in a well-lit room



## FRAMING

Keep the area around your subject clean, removing things like dirty napkins, spills and extra silverware



BEFORE



AFTER

## PHONE IT IN

There's no need to get a fancy camera—smartphones are perfect for food photography.

# 2

## Drive the conversation with hashtags

Hashtags give users more chances to engage with your content. First and foremost, using a hashtag adds your post to a running feed of other posts that used the same one. Some add you to crowded conversations (#foodstagram)—and more specific hashtags are a way of starting your own conversation. They're also a handy way of adding quick context to your posts.

## #HASHTAG HOW-TO



Find or tag posts on topics

Hashtags can also give context to what's in your photo or post.

USE #HASHTAGS TO HELP ATTRACT A LARGER AUDIENCE TO YOUR POSTS:



#BISCUITSANDWICH

[#Takeout](#)

[#Delivery](#)

[#GrabNGo](#)

[#EatLocal](#)

[#Patio](#)

[#FoodToGo](#)

[#CurbsidePickup](#)

[#DailySpecial](#)

See each of these popular hashtags in action!

Hanisch Bakery & Coffee Shop (Red Wing, MN) stepped up to support local high school grads and even gained social media buzz along the way!

# 3

## Create unique messages for each platform

Drafting three different posts for the same message on Facebook, Twitter and Instagram can incentivize your audience to follow you each place. A variety of messages can help you create those unique experiences that'll keep people coming back to each page.



# NEW 2020 REBATES

Score your favorite Pillsbury™ Frozen Baked Goods for less by visiting [GeneralMillsCF.com/Resources/Rebates](https://www.GeneralMillsCF.com/Resources/Rebates)



**NATIONAL BISCUIT REBATE**



**GOLDEN BUTTERMILK  
BAKED BISCUIT REBATE**



**FROZEN BAKED GOODS REBATE**



**5 LB. MIX REBATE**

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