

CREATE A

Profit Building

BAKERY EXPERIENCE



BAKED
Fresh
HERE

BREAKFAST:
Let's make it together!

Drive incremental sales with fresh-baked items consumers can take to-go!

Increase traffic all day long with our fresh and easy coffee shop-inspired baked goods and promotional tools.



Serve Pillsbury™ Fresh Baked Goods with Style & Ease

Buy more frozen bakery products and get merchandising tools to promote your sales!*

1-2

TAKE ON 1-2 NEW FROZEN BAKERY GOODS

Get the Fresh POS Kit to promote your café.

3+

TAKE ON 3+ NEW FROZEN BAKERY GOODS

Get the Fresh POS Kit and a bakery merchandiser.



CUSTOMIZABLE
DIGITAL AND PRINT ASSETS



MERCHANDISER
4-TIER SHOWN
16.25"W X 16.5"D X 22"H

Recommended Pillsbury™ Frozen Baked Goods

	PRODUCT NAME		PRODUCT CODE	CASE COUNT
BISCUITS	EZ Split Southern Style 2.51 oz		110752000	216/2.51 oz
	EZ Split Southern Style 4.5 oz		110833000	120/4.5 oz
	EZ Split Golden Buttermilk 2.85 oz		106237000	75/2.85 oz
CROISSANTS	Butter Blend Curved 3.25 oz		132117000	120/3.25 oz
	All Butter Pinched 3.75 oz		132113000	96/3.75 oz
	Plain Pinched 2.75 oz		132103000	64/2.5 oz
MUFFINS	Tubeset™ Muffin Batter Blueberry		108026000	6/3 lb
	NEW! Tubeset™ Muffin Batter Chocolate Chip	<i>Chocolate Chip is the #2 flavor in the Baked Goods category!</i>	11115800	6/3 lb
	Variety Muffin Mix		11564000	6/5 lb
CINNAMON ROLL	Supreme™ Place & Bake™ 1.5 oz		205357000	200/1.5 oz
	Freezer-to-Oven Cinnamon Roll 4.25 oz Twist		205385000	52/4.25 oz
	Place & Bake™ Freezer-to-Oven Cinnamon Twirl Dough 5 oz		106226000	100/5 oz
SCONES	Fruit Variety Pack Place and Bake™ Scones (White Chunk Rasp, Apple Cinnamon, Blueberry) 3.75 oz		108135000	96/3.75 oz
	Place & Bake™ Frozen Scone Dough Chocolate Chocolate Chunk 3.75 oz		110917000	96/3.75 oz

Whole Grain Free of artificial flavors and colors from artificial sources

* Qualifying categories: Frozen muffin batter, frozen cinnamon rolls, biscuits and bread, frozen croissants, frozen scones, muffin mix. Limited to the following channels: Colleges & Universities, Hospitals, Retirement Living, Lodging. While supplies last. Limit of one per operation.

** General Mills assortment recommendation.

Menu

THE RIGHT ASSORTMENT™

to draw customers and build your check average.

60%

should be our most popular items

SANDWICHES

(Croissant, Biscuit)

MUFFINS

(Blueberry, Chocolate Chip)

CINNAMON ROLL

30%

should be add-on items.

SCONES

CROISSANTS

LOAF BREADS

(Use Pillsbury™ TubSet™ batters)

10%

should differentiate your operation.

Use signature items and recipes to elevate your baked goods.

Cheerios



NATURE VALLEY



generalmillscf.com
1-800-243-5687