

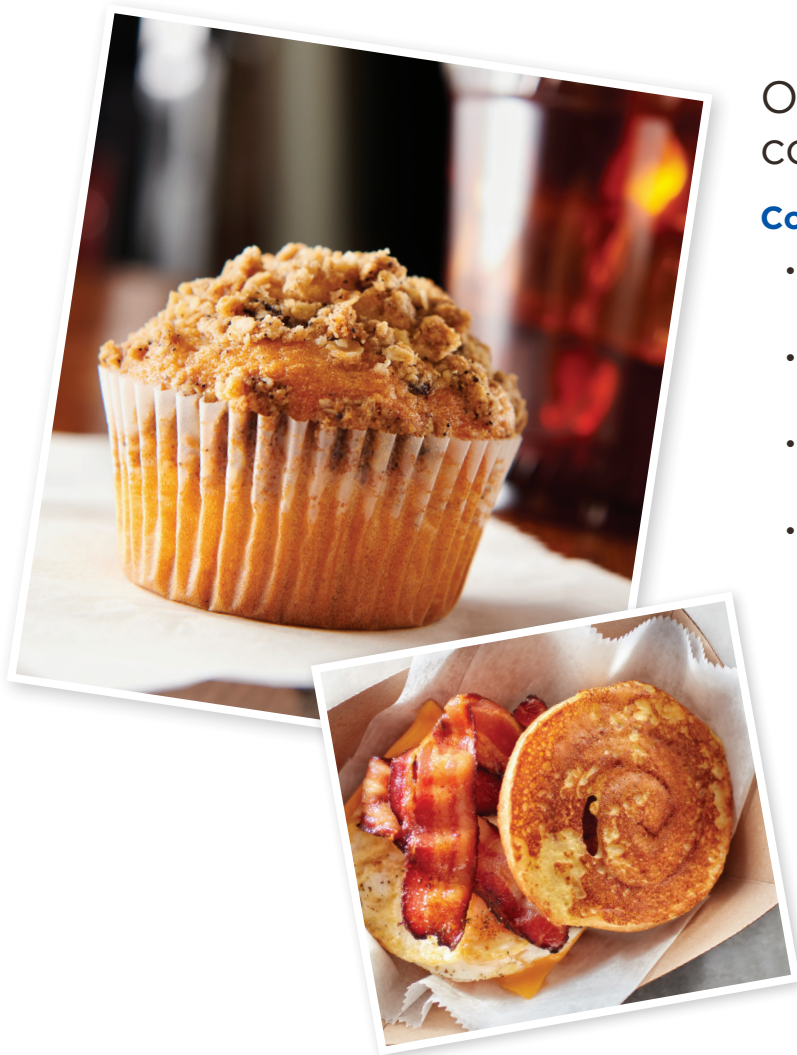


COFFEE SHOP MANAGER'S GUIDE

BREAKFAST:
Let's make it quick!

coffee shop

On-the-go breakfast solutions to keep patrons on-site



Offer fresh breakfast bakery to drive traffic, compete with offsite chains and increase profits.

Coffee shops: The demand

- Breakfast is booming, and chains that offer convenient breakfast solutions are benefiting the most¹
- Breakfast traffic is declining outside of restaurants because operations don't have enough on-the-go options
- QSR operations have developed best practices to drive traffic and increase revenue—you can use them as inspiration!
- It's possible to bring chain-style success to your coffee shop, and this guide will help

Coffee shops: The profit

- Coffee shops are successful in capturing morning and snack occasions with convenient, satisfying options
- Bringing baked goods and sandwiches to coffee shops helps drive morning traffic and capture all-day snacking occasions
- We've seen operations sell out of all the Frozen Baked Goods in their coffee shops on their first day!²

¹NPD GMI Commercial Topline – SON'17

²Trinity Health, Michigan regional hospital coffee shops, 1 month, 2018

coffee shop

Design your menu to deliver on consumer demand



What consumers want

Consumers are looking for convenient breakfast items that don't sacrifice on quality. Draw them in with fresh-baked morning offerings made for on-the-go, to drive return visits and build your check averages.

Freshness

- ✓ Overt communication of "Baked Fresh Here"
- ✓ Fresh baked aroma
- ✓ Warmth of fresh baked goods when received
- ✓ Transparent or earthy tone of packaging

Marketing

- ✓ Promote clean label bakery products
- ✓ Cross sell—buy 1 coffee, get a baked good
- ✓ Ongoing variety and news
- ✓ Trial drivers, like free samples

High quality items

- ✓ Scratch-like breads for breakfast sandwiches (The top growing item!)
- ✓ Nostalgic, homemade sweet bakery items
- ✓ Savory breakfasts to offer the flavor of QSR

Products consumers are looking for

MUST HAVES: MOST POPULAR ITEMS AMONG CONSUMERS

SANDWICHES • A delicious breakfast and daypart-crossing option (Ex: sausage biscuit, turkey Swiss ciabatta)

MUFFINS • The most popular flavors are blueberry and chocolate chip

CINNAMON ROLL • Even better with icing!

NICE TO HAVES: ADD-ON ITEMS TO ROUND OUT OFFERINGS

SCONES • Flavors like blueberry, chocolate chunk and raspberry

LOAF BREAD • Offer banana nut or chocolate loaves

SIGNATURE ITEMS: BRING DIFFERENTIATION TO YOUR OPERATION

CUSTOM CREATIONS • Use our recipes to elevate your baked goods and create a signature item



Pillsbury™
BatterPro™
Chocolate Batter
+ peanut butter
+ bananas =
delectable custom
offering!

60%
of total
product
offerings

30%
of total
product
offerings

10%
of total
product
offerings

Our category
management
recommendation

GENERAL MILLS
CATEGORY
FIRST



coffee shop

Serve fresh-baked breakfast favorites with confidence & ease



Do more with Pillsbury™

Our unmatched portfolio meets your every coffee shop need:

- Easy-to-use products
- Low labor solutions that require little to no prep
- Innovative freezer-to-oven technology
- Quality that drives profitability



Pillsbury™ is America's #1 foodservice manufacturer in:¹

- Frozen Muffin Batter
- Unbaked Biscuits
- FTO Cinnamon Rolls
- Scones



Access an extensive portfolio of high-quality fresh baked goods

General Mills has a portfolio of high-quality fresh baked goods to meet your needs and drive revenue.

BOH HANDLING

From mixes to baked goods, our products are high-quality and handle well back-of-house. General Mills products are known for:

- Versatility
- Consistency
- Tolerance

CLEAN LABEL PORTFOLIO

All of our muffins, scones and cinnamon rolls are made with no artificial flavors and no colors from artificial sources.

80%
of operators
say they are
interested in
clean label
baked goods²

QUALITY CONSUMERS SEEK

Our baked goods consistently deliver on the attributes consumers are seeking:

- Taste
- Texture
- Appearance

¹NPD SupplyTrack, 12 months ending Feb 2018, \$ volume; ²Technomic Away From Home Bakery Study 2016

coffee shop

Breakfast bakery: serve the favorites your customers love



Pillsbury™ Cinnamon Rolls

Cinnamon rolls are a nostalgic, indulgent customer favorite. With freezer-to-oven products in a range of sizes, we have the cinnamon roll to meet every operation's needs—so you can bake on-site for the freshness and aroma that drives traffic.

Try our NEW Mini Cinnamon Rolls – 0.9 oz to deliver bite-sized flavor on the go!



Pillsbury™ Frozen Muffin Batter

Muffins are the #1 selling sweet breakfast item¹, driving revenue throughout the day. Our Pillsbury™ TubeSet™ Muffin Batter makes it easier than ever to offer this coffee shop favorite, with reduced thaw time (3 hours) compared to pail (12 hours), the industry's only squeeze-and-portion format, and no artificial flavors or colors from artificial sources.

Try our NEW Chocolate Chip TubeSet™ Muffin Batter—it's consumers' #2 favorite flavor!²

Pillsbury™ Scones

Most scone purchases are driven by impulse, so pairing with your coffee and baking on-site can drive increased check-ring. Fresh-baked onsite further elevates offerings, and our freezer-to-oven format makes it easy—just place, bake and serve!

No artificial flavors and no colors from artificial sources

Signature items

89% of customers say they are likely to visit a foodservice establishment for signature items, and 52% will pay more for them.³

Find more ways to elevate your baked goods at generalmillscf.com

Cherry Cinnamon Bites

TIP Add Maraschino cherries and juice to frosting!

BONUS Pair with a coffee special to-go!



1 Product 3 Ways: Pillsbury™ Cinnamon Roll



Apple Stuffed Cinnamon Roll



Cinnamon Roll Rose



Sticky Bun

Signature Idea

Signature Idea

coffee shop

Breakfast sandwiches: serve hearty breakfasts on-the-go



Why sandwiches?

- ✓ Sandwiches are the top-growing item on breakfast menus¹
- ✓ Major chains are leading traffic growth by serving heartier morning meals
- ✓ Breakfast sandwiches are under-indexed outside of restaurants
- ✓ Our baked goods portfolio offers versatile products that make sandwiches easy



Signature idea: Biscuit Waffle Sandwich

❶ Cook biscuit dough in a waffle maker

❷ Layer on eggs, ham & cheese

BONUS Wrap with foil or butcher wrap for easy eating on-the-go!

Find more ways to elevate your baked goods at generalmillscf.com



Pillsbury™ Biscuits

Bring homemade delight to your morning offerings with the fluffy, tender and flaky biscuits consumers love. Our versatile portfolio of Pillsbury™ Biscuits—from freezer-to-oven to thaw-and-serve—will set your sandwiches apart.

Pillsbury™ Croissants

Fresh Pillsbury™ Croissants are the simple way to serve a French favorite. Made with high-quality ingredients and featuring multiple layers of tender dough and flaky crust, Pillsbury™ Croissants are available in a variety of formats, from baked to unbaked, whole or pre-sliced.

Pillsbury™ Breads

Our whole grain-rich Pillsbury™ Breads deliver consistent high quality and make it easy to serve fast casual-style sandwiches in any operation. Just thaw, create and serve!

¹Technomic Value & Pricing Consumer Trends Report, 2015