



# 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 most<sup>1</sup>
- 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!<sup>2</sup>

<sup>1</sup>NPD GMI Commercial Topline – SON'17

<sup>2</sup>Trinity 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:<sup>1</sup>

- 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 goods<sup>2</sup>

#### QUALITY CONSUMERS SEEK

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

- Taste
- Texture
- Appearance

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

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## 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 item<sup>1</sup>, 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!<sup>2</sup>*

### 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

<sup>1</sup>Technomic Away From Home Bakery Products Category, 12/2016; <sup>2</sup>Nielsen Perishables; <sup>3</sup>Technomic Value & Pricing Consumer Trends Report, 2015;

Find more ways to elevate your baked goods at [generalmillscf.com](http://generalmillscf.com)

### Signature items

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

### Cherry Cinnamon Bites

**TIP** Add Maraschino cherries and juice to frosting!

**BONUS** Pair with a coffee special to-go!



Signature Idea

### 1 Product 3 Ways: Pillsbury™ Cinnamon Roll



Apple Stuffed Cinnamon Roll



Cinnamon Roll Rose



Sticky Bun

# coffee shop

## Breakfast sandwiches: serve hearty breakfasts on-the-go



### Why sandwiches?

- ✓ Sandwiches are the top-growing item on breakfast menus<sup>1</sup>
- ✓ 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](http://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!

<sup>1</sup>Technomic Value & Pricing Consumer Trends Report, 2015