



How do you BISCUIT?



It's Biscuit Bonanza this September

After years of trendy hybrids (remember the cronut?), patrons are seeking good old comfort food, and finding it in an American classic—biscuits! These hot, flaky, buttery rolls of goodness are popping up on menus all across the country just in time for National Biscuit Month. To celebrate, we're helping you spread the biscuit love all September long with our Biscuit Month Kit.

Marketing Materials

Charm your customers and excite your staff with these Biscuit Month materials:

- Menu Ideas
- Server buttons
- Door cling
- Popular biscuit by state map
- Kids placemat
- Table tents
- Biscuit trivia
- Social media promotion ideas



Weekly Menu Ideas

Feature new biscuit specials every week to keep your customers coming back for more. Find these recipes and more at generalmillscf.com!



Classic Week:

- Biscuits and Red Eye Gravy
- Southwestern Biscuit Breakfast Sandwich
- Sweet Potato Biscuits



Sweet Week:

- Biscuit Bread Pudding
- Biscuit Pull-apart Bread
- Biscuit Berry Shortcake



Cheesy Week:

- Biscuits and Cheddar Bacon Gravy
- Chipotle Cheddar Corn Biscuits
- BLT on Pimento Cheese Biscuit with Red Pepper Jelly



Unexpected Pairing Week:

- Fig Gorgonzola Biscuits
- BBQ Stuffed Biscuit Bomb
- Fried Chicken, Caramelized Honey and Red Onion Jam on Biscuit Pistolette

Whether it's gravy, fried chicken or red pepper jelly—find your inner biscuit this September—and you may just find some new, loyal customers.

Contact your General Mills Sales Rep to get your Biscuit Month Kit or download a digital version at www.generalmillscf.com/biscuitmonth.