

PILLSBURY™ FROZEN UNBAKED MUFFINS

Add efficiency and versatility while delivering high-quality muffin taste for your guests.



Efficiency

Easy prep, limited labor, less waste & ready when you need them

Versatility — All Day Long

Muffins are a must for breakfast & do so much more. Add savory applications, decadent desserts & vary sizes for consumers.



Muffins are Trendy!

- Muffins are the #1 selling sweet baked good¹
- 84% of Foodservice Operators rate Muffins as the most important bakery item²
- Muffins drive revenue throughout the day, with more than 50% of purchases made outside of the breakfast daypart²

Pillsbury makes Muffins easy!

- Pillsbury is the #1 brand in frozen muffin batter³
- Pillsbury batters are available in a variety of flavors and formats including easy to squeeze TubeSet™, 18 lb pails and pre-portioned pucks
- New BatterPro™ Muffin & Cake batter allows operators to easily create a variety of craveable baked goods for cross-daypart usage
- Contain no artificial flavors, no colors from artificial sources & are PHO free

Muffin Formats: Labor vs. Cost



¹NPD Group/National Eating Trends®, 2 yrs ending 11/13 (based on in-home/carried consumption); ²Technomic AFH Bakery Products study, 12/16; ³NPD SupplyTrack, \$ Volume, 12 mos ending 6/17

MUFFIN FORMATS



TubeSet™ Muffins

- Thaw in 2-3 hours
- Squeezed right from the tube; no scooping, no mixing, no mess - no dedicated labor
- Scalable for versatility, minimizing waste
- Use 'Chip Clip' to re-seal
- Up to 86% less plastic waste¹

18 lb Pail Muffins

- 24 hour thaw time
- Bake various sizes, shapes and flavors
- Industry standard
- Best suited for high volume operations
- Consistent quality and performance

Place & Bake Muffins

- No thawing required
- Freezer-to-oven for fresh-baked muffins in less than 30 min
- Bake only what you need
- Consistent every time
- Combine pucks to create different sizes & flavors

TubeSet™ 6/3 lb	
MIN	Description
10094562080058	Apple Cinnamon
10094562080218	Banana Walnut
10094562080263	Blueberry
10094562080355	Cappuccino Choc Chip
10094562080119	Choc Choc Chip
10094562080461	Corn
10094562080492	Cranberry Nut
10094562080706	Cranberry Orange
10094562080775	Lemon Poppyseed
10094562080393	Morning Harvest
10094562080850	Orange Blossom
10094562080652	Raisin Bran
10094562080812	Sunrise
10094562080300	Prairie Harvest
10094562080959	Oat Bran
10094562109018	Cinnamon
10094562110038	Sweet Variety Pack
	2 ea: BB, Cinn, CCP

18 lb pail 1/18 lb	
MIN	Description
10094562080065	Apple Cinnamon
10094562080225	Banana Walnut
10094562080270	Blueberry
10094562080362	Cappuccino Choc Chip
10094562080126	Choc Choc Chip
10094562080478	Corn
10094562080508	Cranberry Nut
10094562080713	Cranberry Orange
10094562080799	Lemon Poppyseed
10094562080409	Morning Harvest
10094562080874	Orange Blossom
10094562080669	Raisin Bran
10094562080829	Sunrise

Place & Bake™ 216/1.5 oz	
MIN	Description
10094562316669	Banana Nut
10094562316621	Blueberry
10094562316638	Bran
10094562316614	Choc Choc Chip
10094562316652	Corn
10094562316645	Lemon Poppyseed
10094562344525	Variety Pack
	1 ea: CCP, BB, Ban Nut

NEW: BatterPro™ Muffin and Cake Batter 6/3 lb	
10094562109292	Vanilla
10094562109339	Chocolate

¹Based on comparison of TubeSet® plastic weight to 18-pound pails for equivalent muffin batter volume. Corrugate weight not included due to high recyclability

VERSATILITY OF MUFFIN BATTER

Bake in loaf pans, sheet pans or bakeable paper molds to add variety to your breakfast offerings & move muffins into different day parts



Cream Cheese Quick Bread

- Pipe muffin batter into well-sprayed loaf pan, approximately 1/2 to 2/3 full
- Pipe sweetened cream cheese filling down the center of the loaf and marble into batter
- Bake times will vary depending on size of loaf



Filled Muffins

- Pipe batter into muffin pan to 1/4 full
- Add spoonful of cream cheese or jam
- Cover with batter to 1/2 full
- Bake



Customized Muffins

- Pipe batter into muffin tray
- Before baking, top with streusel, nuts or sugar
- Bake

For more inspiration, visit [generalmills.com/muffinrecipes](https://www.generalmills.com/muffinrecipes)



<https://www.generalmills.com/videos/easy-ways-to-elevate-muffins>



<https://www.generalmills.com/videos/fbg-muffin>



<https://www.generalmills.com/videos/pillsbury-versatility-made-easy>



TROUBLESHOOTING GUIDE:

Frozen Muffin Batter

Issue	Possible Causes	Possible Solutions
Lack of volume	Oven temp too low	Oven temperature is always critical to good baking. Oven performance should be checked frequently to ensure correct temperature and detect hot spots.
	Old batter	Batters should be used or frozen as soon after mixing as possible. Batters refrigerated longer than 48 hours will have significant loss of leavening.
Uneven baking	Hot spots/cool spots in oven	Pans should be rotated 180° halfway through baking.
Sticking to pan	Inadequate pan greasing	Provide adequate coverage of pan release on pans before depositing batter; grease tops and cups of muffin pan. Grease only tops of pans when using paper liners.
Misshapen appearance	Pans were not rotated in a convection oven	Pans should be rotated 180° halfway through baking.
Light crust color	Under baking / over loading of oven	Follow package directions for proper baking temperatures and times. Fully loaded ovens reduce oven temperature in the first few minutes of baking. Bake times may need to be extended. Centers of muffins should spring back when lightly touched.
	Oven temperature too low	Follow package directions for proper baking temperatures. Have oven checked for accuracy using an oven thermometer.
Burned bottoms	Over baking/oven temp too high	Follow package directions for proper baking temperatures and times. Have oven checked for accuracy using an oven thermometer.
	Uneven heat	Pans should be rotated 180° after 5 -7 minutes of baking.
	Deck oven is used to bake muffins	Deck ovens may provide uneven bottom heat. Place a sheet pan under the muffin tins when using a deck oven.



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