

out of the the art of baking

OVEN

FOR THE PROFESSIONAL



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Baking is Our Business

Pillsbury™ has been making memories through food for 150 years.

What started with a few flour mills on the banks of the Mississippi

River in the 1860s has grown into one of the most trusted food brands worldwide, offering a range of high-quality baking products to bring fresh-baked goodness to the table with ease.

Along with our parent company, General Mills, we want to serve the world by making the food people love. At Pillsbury, we connect with foodservice operations to help them conveniently and consistently

serve more of the baked goods their patrons adore: fresh-baked cinnamon rolls, muffins, scones, biscuits, pies, cakes and more.

Whether it's helping families create new traditions or making baking easier for those at the helm in a bakery or commercial kitchen, Pillsbury is dedicated to sharing our products and recipes grounded in decades of baking experience so you don't have to start from scratch.

Baking has always been our business and we love supporting all of your baking endeavors!

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1869

Charles A. Pillsbury purchased a failing mill just across the river from Cadwallader C. Washburn's milling business.

1927

Pillsbury™ became a publicly traded company as consumers, bakeries and merchants grew to rely on its flour and quality-tested recipes.

1928

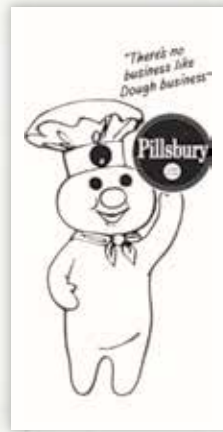
Washburn Crosby and Company joined with four other milling companies to form General Mills and continued to hone its baking business.

1932

Pillsbury expanded into specialized grain products, like cake flour.



THROUGH THE YEARS

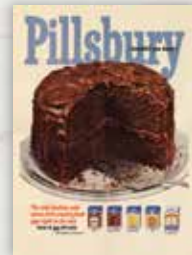


1940

Pillsbury purchased the Globe Grain and Milling Company, which distributed its pancake and biscuit mixes primarily west of the Rocky Mountains.

1948

Pillsbury introduced white cake mix and chocolate cake mix.



1950s

As more consumers began to eat outside the home, both Pillsbury and General Mills began to sell products like flour and baking mixes to bakeries, restaurants and other foodservice operations.

1974

Pillsbury creates an institutional cookbook designed to show the variety of ways Pillsbury mixes can be used.

1954

Pillsbury debuted its first specialty item: cinnamon rolls with icing.

Pillsbury sold 15 billion pounds of flour to bakeries and institutions—about three times as much as what was used for family baking and in all packaged mixes.

1985

Pillsbury works with customers to formulate custom dough mixes for everything from Danish, cakes, breads, croissants, pizza crusts and cookies.

1989

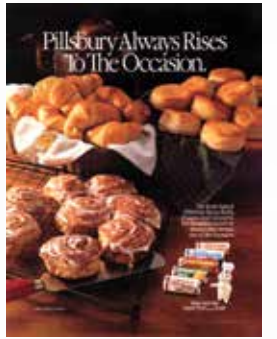
Pillsbury produced canned dough products for foodservice. The pre-portioned canned dough was dependable and convenient to store.

1990

Pillsbury introduced its freezer-to-oven biscuit as well as frozen baked goods such as puff pastry, Danish and sweet doughs.

2001

General Mills acquired Pillsbury, launching a new era in flour and baking expertise.





Making made easy. So you can go beyond the expected.



Creation is at the heart of the **human experience**. And when we build upon each others' experiences, **we never have to start from scratch**.

At Pillsbury™, we combine our 150 years of expertise with the fresh thinking of our community to inspire more making. And **together** we will **make the making easier**.

We cut out steps so bakers, operators and chefs can do what they do best. After all, when people can **focus on what brings them joy**—from craft to hospitality—they can channel their drive and creativity to **go beyond the expected**.





Chef Jessie Kordosky

What's Trending: 4 Fresh Ideas

“Consumers are always eager to try new flavors. The key is to ground customers in the familiar so they accept the new idea, then add a global twist to make it more approachable.”

CHEF JESSIE

Taking advantage of baking trends can set your operation apart, giving you the chance to experiment with innovation and create memorable baked goods with reliable ingredients. Consumers love fresh-baked goods. Nothing signals quality and great taste quite like baked items made fresh on-site. But it's also important for foodservice operations to stay “fresh” to meet the changing tastes and preferences of today's consumers.

“Every menu needs those familiar, fresh-baked favorites like muffins or cinnamon rolls that your customers count on, but it's equally important to find ways to continually surprise and delight them with something new or unexpected,” said Jessie Kordosky, Corporate Chef, who keeps watch on culinary trends for General Mills Convenience & Foodservice.

While trends can change quickly, Jessie shares four of the biggest developments that she is tracking in the world of baking—meaning growth potential for foodservice operations:

MINI INDULGENCES ARE A BIG SUCCESS

Mini or individual-sized baked goods can mean big business! As consumers seek out portable foods they can eat on-the-go, smaller baked items like mini cinnamon rolls, bagels or muffins fit the bill.

According to Technomic, half of consumers prefer baked goods

and desserts in individual portions versus medium or large portions.

Bite-sized, “poppable” baked goods offer a mini or personal indulgence to satisfy consumers looking for a “me” moment or something special. They may be more likely to treat themselves to a smaller-size treat or prefer an individual-sized portion over a larger one they may feel compelled to share.

Jessie notes that micro-minis, which are even smaller, are also trending.

MASH-UPS BRING GREAT FLAVORS TOGETHER

Everyone remembers the “cronut” craze and how an unexpected twist on a familiar bakery item can pique consumer interest and evoke that “gotta try it” mentality. Jessie reports that menu mash-ups with baked goods and unique flavor combinations continue to trend and provide a great canvas to showcase your creativity. Some ideas:

- Use leftover baked goods such as cupcakes, cookies or cake to make a “crazy” or “monster” milkshake; make pancake



sundaes or cinnamon roll or donut grilled cheese sandwiches.

- Stack cinnamon rolls and drizzle with icing to make for a non-traditional wedding cake.
- Try fun flavor hybrids such as spirit-infused baked goods like Mimosa or Moscow Mule Muffins, Rumchata Cream or Raspberry Rose Cupcakes, a

“Taking something nostalgic and reimagining it is always a great approach on menus.”

CHEF JESSIE

dark chocolate cake with red wine glaze or Blood Orange Margarita Bundt Cake.

- Botanical flavors such as rose (rose water and dried rose petals), rosemary, hibiscus, lavender, or even spruce tips, can be a great way to elevate baked goods.

CREATE A MEMORABLE EXPERIENCE

The Instagram effect cannot be ignored with millions of food-related hashtags in 2018. In response, more restaurants and bakeries are creating food that is truly out of

the ordinary, creating experiences and baked goods that are both delicious and visually stunning. Can you tell a story or create something memorable with your dessert menu? Can you encourage your consumers to get involved? For example, consider cooking up:

- Desserts that diners can crack open or pop to discover what’s inside, such as a rush of candy spilling out.
- Baked goods that stand out in the bakery case: Bright, bold colors or using activated charcoal for a dramatic (and unexpected) appearance, or using bold fruits and vegetables for naturally vibrant colors such as beet powder, ground hibiscus and concord grapes. Sprinkles are also a fun way to add vibrant color, as well as additional texture and visual interest.
- A make-your-own sundae bar with some colorful and unusual toppings—add some cereal, chips, popcorn, espresso beans and peanut butter to the typical sprinkles, nuts, fruit and chocolate sauce assortment.
- Don’t be afraid to go a little “over the top” with eye-catching toppings and attractive grab-and-go packaging for consumers on-the-go.

EXOTIC FLAVORS ADD UP TO SATISFACTION AND BUZZ

Customers appreciate innovation in flavors, especially when it tastes great! According to Datassential’s 2019 Dessert’s Sweet Spot Keynote Report, two in five consumers are interested in more globally-inspired flavors when it comes to desserts, which certainly translates into baked goods like cookies, cakes and brownies.

Trends in exotic flavors are more fun (and flavorful!) than ever, such as:

- Black sesame butter for a moody vibe in cookies and bars or a beautiful marbling effect in donuts—the flavor has impact and the look is striking.
- Savory variations of traditional sweets, such as goat cheese and caramelized onions in scones, purple sweet potato cheesecake or lasagna-style crepes.
- Taste the globe with trends such as exotic citrus flavors (yuzu, kumquats, pomelos and Meyer lemons) as well as spicy flavors, including cardamom, ginger, Chinese five spice and habanero.



Bakery Staples to Menu Now

“Serving up the right core items will keep customers coming back, and showcasing signature items will encourage impulse purchases that will drive ring and increase sales.”

JORDAN BEAZLEY



He adds that operators should aim to fill out the rest of their bakery case with a selection of eye-catching offerings and signature items that will appeal to different tastes and meet consumer demand for variety:

- Croissants: plain, chocolate
- Brownies
- Cheese Danish
- Cinnamon rolls
- Bagels: plain, everything varieties
- Scones: blueberry, white chocolate raspberry
- Loaf bread: banana nut, chocolate



“It’s important to offer a mix of these most popular, staple baked goods plus variety and signature items in order to satisfy patrons and maximize profit potential,” said Beazley. “Today’s consumers have come to expect fresh-baked goods, particularly at breakfast.”

For operations challenged with little kitchen space or lack of labor, thankfully there are a number of readymade and freezer-to-oven products available today that you can bake in-house to stock your bakery case or feature on your menu.



Joel Johnson of Rusty Bike Café in Clayton, Georgia, estimates his staff turns out 1,200 biscuits weekly at his popular breakfast restaurant. He relies on products like Pillsbury™ Biscuits to achieve the consistent results and quality his customers expect. “There is no way we could make a better or cheaper biscuit from scratch,” said Joel.



Three Cats Café in Clawson, Michigan, uses high-quality freezer-to-oven products to fill out their menus since they require less labor. “These products help us keep our bakery case full with a variety of items we can bake in-house and truly make our own,” said owner Mary Liz Curtin.

Fresh-baked goods are a proven way to draw in customers and build your check average. The key is to menu a variety of items to meet the tastes your customers crave.

Jordan Beazley with General Mills Foodservice’s Consumer Insights team suggests that operators offer the following three “must-haves” on their menus, which are the most popular items among consumers:

- Biscuit breakfast sandwiches
- Muffins: blueberry, chocolate chip
- Cookies: chocolate chip



Jordan Beazley

MAKE YOUR MARK: MERCHANDISING TIPS

If you are rolling out delicious baked items on a daily basis, aroma is one surefire way to lure in customers. However, it is also important to get credit for items you are baking fresh on-site as consumers equate “fresh-baked” to quality and great taste.

“Consumers eat with their eyes and need to see what you have to offer.”

JORDAN BEAZLEY

“We recommend that foodservice operations place fresh-baked goods in a prominent location and use signage to showcase that the items are ‘baked fresh here,’” said Beazley.

- Don’t have a fancy display case? Purchase a small display (example below) to place near your cash register.

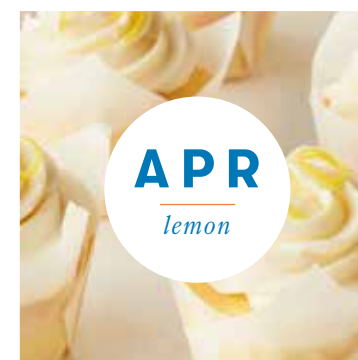
Stephen Scheck of Rockledge Regional Medical Center in Rockledge, Florida, uses a clear, acrylic bakery case near the cash register in the hospital’s cafeteria. He says that communicating that the items are “fresh-baked” helps him to keep customers on premise rather than seeing them go to a coffee shop chain for baked goods.



- Use signage (posters, table tents) or make a callout on your menu that items are “fresh-baked” or “baked fresh on-site.”
- Baked goods like scones, muffins, cinnamon rolls or biscuits are great options to package individually for on-the-go eating.
- Use transparent or “earthy” packaging to convey freshness.
- Label fresh-baked items so consumers know they are fresh.
- Gift boxes and gift bags are also great ways to invite incremental revenue, encouraging customers to share a treat with others.
- Get creative and leverage holidays like Valentine’s Day and Mother’s Day to feature fun, festive packaging (ribbon or baker’s twine, small tags/cards) that makes it easy for people looking for a last-minute gift.

FLAVOR OF THE MONTH

Serving baked goods that feature seasonal flavors is a great way to show your customers that you value freshness. Try incorporating the following ingredients throughout the year to give your patrons new fresh-baked treats to look forward to.





Cinnamon rolls and other baked goods typically evoke positive memories, help us to identify the item we are smelling and can help induce cravings for those items.

SENSORY PROPERTIES OF FOOD

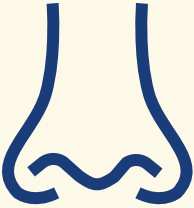
- 
Appearance
- 
Aroma
- 
Basic tastes, flavor aromatics
- 
Texture
- 
Texture (sound)

Science of Aroma

Offering bakery items that are baked fresh on-site creates an enticing aroma, which can be a powerful sales motivator. Who hasn't been tempted to purchase a cinnamon roll when strolling through their local mall or been taken back to childhood memories when they smell cookies or cake baking in the oven? What is it about the smell of fresh-baked goods that sparks the senses and triggers a deep craving and "got to have it" impulse?

The answer lies in science.

3 COMPONENTS of flavor



Aroma



Taste



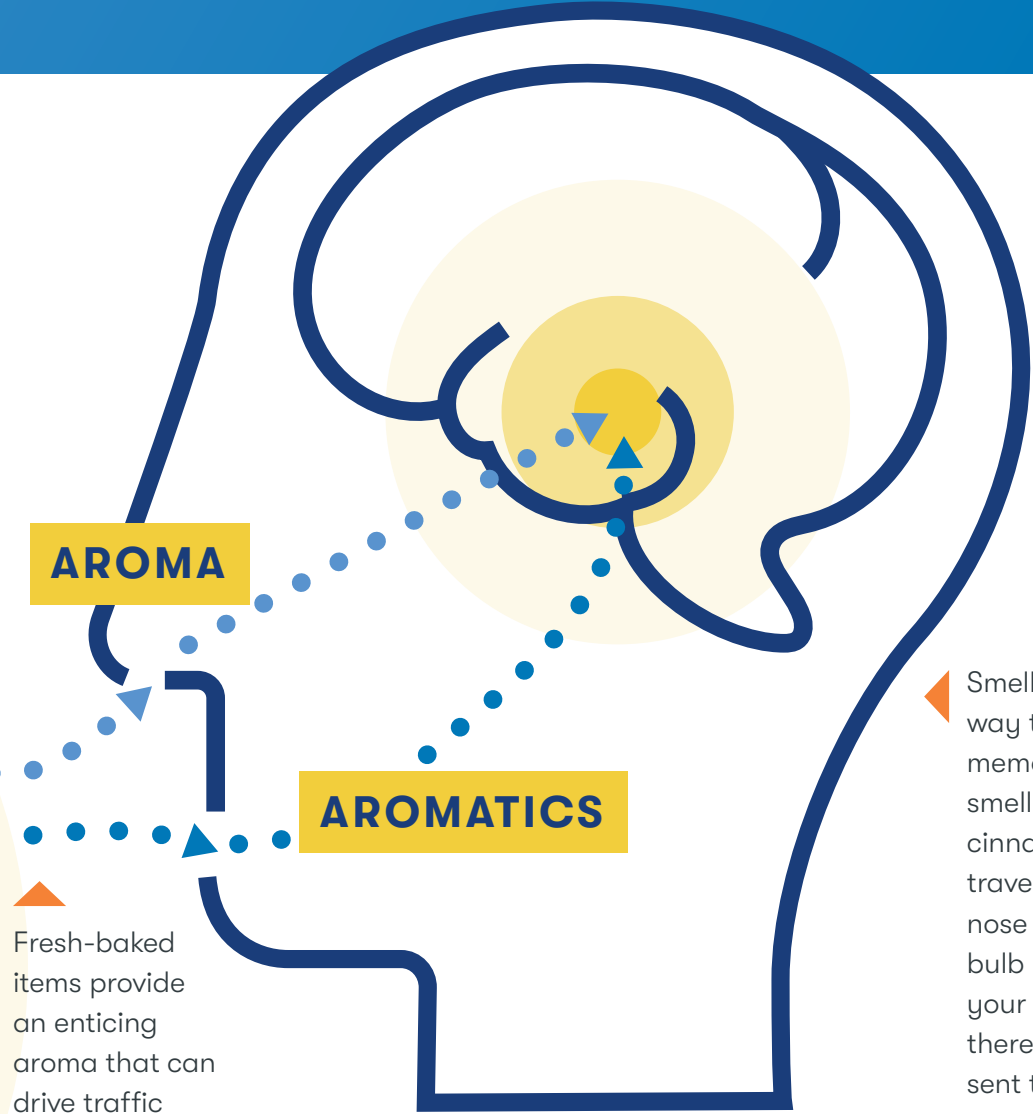
Feeling factors

Sensations detected in the eyes, mouth or nose

AROMA

AROMATICS

Fresh-baked items provide an enticing aroma that can drive traffic and lead to increased sales.



Smell is the strongest way to evoke a memory. When you smell something like cinnamon, the scent travels through your nose to the olfactory bulb in the front of your brain. From there, a message is sent to the area of your brain where memories are stored to identify what the scent is.

The Most Popular Biscuits by State



AL	Oven Fried Apple Pies	LA	King Cake Bread Pudding	OH	Pepperoni Pizza Bombs
AK	Grizzly Bear Claws	ME	Mozzarella Stuffed Pretzel Bites	OK	Pumpkin Spice Pull Apart Bread
AZ	Mexican Biscuit Cups	MD	Cheddar Bay Chicken Biscuit Bake	OR	Corn Dogs
AR	Biscuit Shortbread with Chocolate Gravy	MA	Cheesy Buffalo Chicken Bombs	PA	Vanilla Cream Filled Donuts
CA	Mini Churro Donut Holes	MI	Chicken à la King	RI	Spinach and Feta Bites
CO	Slow Cooker Peach Cobbler	MN	Caramel Pull Apart Biscuits	SC	Pecan Pie Bake
CT	Buffalo Chicken Monkey Bread	MS	Biscuit Bread Pudding	SD	Biscuit Cheeseburger Casserole
DE	Monte Cristo Biscuit Pockets	MO	Chili Cheese Dog Strata	TN	Chicken and Dumplings
FL	Bacon Biscuit Quiche	MT	Deep Dish Pizza	TX	Chicken and Dumplings
GA	Ranch Chicken and Bacon Stuffed Biscuits	NE	Cheesy Steak and Potato Casserole	UT	Pizza Waffles
HI	Asian Steamed Buns	NV	Spicy Beef Empanadas	VT	Chicken and Biscuits Casserole
ID	Sloppy Joes Pockets	NH	Pumpkin Donuts	VA	Country Ham Biscuits
IL	Deep Dish Pizza	NJ	Italian Empanadas	WA	Eggs Benedict Biscuit Cups
IN	Sausage Gravy and Biscuits	NM	Jalapeño Popper Biscuit Bomb	WV	Bacon Broccoli Cheese Biscuit Bake
IA	Beef and Tater Tot Casseroles	NY	Chicken Pot Pie	WI	Ham and Cheese Omelet Bake
KS	Cheesy Biscuit Bean and Beef Casserole	NC	BBQ Biscuit Cups	WY	Denver Omelet Stuffed Biscuits
KY	Hot Fudge Marshmallow Monkey Bread	ND	Biscuit Grilled Cheese		

Biscuits 101

“There is nothing better than a hot biscuit right out of the oven. The golden brown tender flakiness of love is like a little slice of heaven in your mouth.”

CHEF TED OSORIO

KEY ATTRIBUTES

Golden brown appearance

Buttermilk adds a pleasant tanginess to baked biscuits

Light and fluffy or tender and flaky

Dual texture: crisp exterior with a soft interior

HOW TO MAKE GREAT BISCUITS

- ✓ Use **fresh, quality** ingredients (be sure to check the date on the baking powder)
- ✓ **Space close together** on the baking sheet
- ✓ Handle dough **gently** and **minimally**
- ✓ Brush with **milk** or **cream** for optimal brownness
- ✓ Cut biscuits with a **sharp cutter**; no twisting
- ✓ Serve **hot!**

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PREPARATION TIPS & IDEAS

TIPS WHEN MAKING BISCUITS FROM SCRATCH

Ingredients

- Start with very cold fats (usually butter or shortening or a mix or both). The use of chilled ingredients minimizes the gluten development. If your fats are too warm, the lumps will melt and form a homogeneous dough, resulting in dense biscuits. Some bakers will chill the flour, bowl and other utensils used to prepare the dough.

- The fat can be cubed or grated (Side note: grated is my preferred method and it's faster too. Grate frozen butter with the large holes of a box grater. The ice-cold shreds of butter incorporate into the flour more evenly, improving the dough's flavor and texture.

This makes it easier to distribute the fat when mixing).

Mixing

- Mix the fat and flour sufficiently, but not too much. Shortening makes for flakier biscuits than butter, but butter gives a better flavor. Fat, when “cut-in,” contributes to the tenderness and

flakiness of pastry. It can also be rubbed into the flour as pea-sized shapes before the final dough is made.

- Pour your liquid (milk, cream, buttermilk or half and half) and mix with dry ingredients gently until moistened to prevent the gluten development.

Rolling & Cutting

- Place on lightly floured surface and roll into a square approximately ½-inch thick.
- Use a sharp cutter and cut straight down. DO NOT TWIST. Twisting the cutter “seals” the edges, which keeps your biscuits from rising high.

Baking

- Place biscuits on a lined sheet pan with the sides touching. As they bake, they will cling to each other, rising bigger and taller.
- Bake at a high temperature. This will help the biscuits bake high and quickly.
- Biscuits are done when they are an even, golden brown color.

Finishing

- Biscuits can be brushed with melted butter to finish. This also adds to the shelf life.



Chef Ted Osorio



REPURPOSING IDEAS

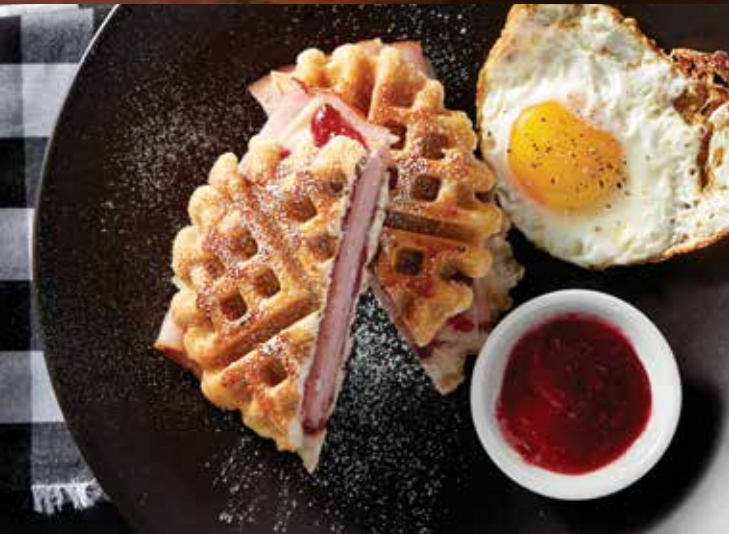
Make mini biscuit sandwiches.

Shape the dough into bread bowls or flatten into flatbread crackers (add toppings such as seeds or cheese).

Stuff with eggs, sausage or bacon and cheese to make breakfast cups.

Create bite-sized fried dough balls, tossed in powdered sugar or cinnamon sugar.

Break out the panini press to make flatbread or a waffle iron to make a fun carrier for sliders and sandwiches.



Cinnamon Rolls 101

“The smell of fresh-baked cinnamon rolls is intoxicating and lures you (and your customers) in. Golden brown, warm with a gooey center and icing dripping down the edges—that’s perfection.”

CHEF TED OSORIO

KEY ATTRIBUTES

Airy & fluffy with moist interior texture

Golden brown rolls

Curled shape that spirals up with almost uniform curls

Cinnamon rolls are rated as America’s favorite breakfast food

Not too sweet

Visible cinnamon schmear & gooey center

FINISHING TECHNIQUES

- ✓ Brush finished rolls immediately out of the oven with simple syrup or apricot glaze to seal in moisture and create a glossy shine and extend shelf life.
- ✓ Adding fruit conveys freshness and provides an easy signature offering.
- ✓ Have fun with icing flavors such as maple icing with bacon crumbles.
- ✓ Spread or drizzle cream cheese icing over while rolls are still warm, so the frosting partially melts and seeps into the nooks of the cinnamon filling.

PREPARATION TIPS & IDEAS

MAKING CINNAMON ROLLS FROM SCRATCH

Despite a list of simple ingredients, cinnamon rolls take careful preparation for the best results.

Ingredients

- Weigh ingredients using a scale as it’s far more accurate than using a cup measure.
- Don’t let liquid get too hot (105-115°F is ideal temp). Over 120°F will kill the yeast and reduce volume.
- Keep butter soft in order to blend well.
- Eggs should be room temperature.
- Traditional cinnamon filling, or schmear, is butter swiped across rolled-out dough with a blend of cinnamon, sugar, brown sugar and salt sprinkled on top.



You can vary the amount of cinnamon, from as little as a teaspoon to as much as a tablespoon.

The Dough

- Work with a cold dough.
- Making the dough a day in advance and letting it rise slowly in the cooler makes the dough easier to roll into a neat cylinder and slice cleanly.
- When kneading by hand, limit flour to achieve “tacky” dough. Too much flour will dry out the dough, too little flour will result in sticky dough.
- Dough should double in size before you roll it out.

REPURPOSING IDEAS

- Utilize leftover cinnamon rolls to create a cinnamon roll bread pudding or cut crosswise for French toast cinnamon rolls.
- Add ham and cheese or ham, egg and cheese to create sandwiches.



Muffins 101

“With so many savory or sweet options, muffins are one of the most versatile baked goods. There are endless varieties of muffins, plus the batter can be used for multiple uses such as crowns, loaves or coffee cake.”

CHEF TED OSORIO

KEY ATTRIBUTES



FINISHING TECHNIQUES

- ✓ Garnish baked muffins to convey freshness and “homemade here” appeal.
- ✓ Sprinkle coarse sugar on muffins before baking or dust with powdered sugar after cooled.
- ✓ Consider a drizzle of chocolate or vanilla icing after muffins have cooled.
- ✓ Before baking, sprinkle on streusel, granola or particulates such as nuts, berries or chocolate chips.

PREPARATION TIPS & IDEAS

TIPS FOR BETTER MUFFINS

- When scooping batter, level it off for consistent results.
- Don’t over-grease the pan, as it can cause the batter to bubble up and fry, which will affect the crown of the muffin (sombbrero instead of crowns).
- Don’t over-mix batter or you’ll risk losing volume, resulting in a denser muffin.
- Also, when adding particulates, only mix ingredients until combined. Don’t overdo it.
- If adding fruit, toss it with a little flour so it doesn’t sink to the bottom. (This helps with suspension of berries; otherwise the acid can break down.)
- When baking follow directions for temperatures, but know your oven to ensure consistent, even baking.



- Muffins are done when you can press your finger into center of muffin and it springs back. If your finger leaves an indentation, the muffins need more time. (Be sure to check the center of the muffin as that is the last place to bake).
- Bake in tulip liners to mimic high-end bakeries and convey quality.

REPURPOSING IDEAS

- Take two muffin tops and add cream cheese frosting inside for a dessert item.
- Use larger, savory muffin tops for sandwiches; smaller muffin tops for sliders.
- Use muffin batter to create a loaf of bread.



MUFFIN VARIETY	CLASSIC TOPPING	TRENDY TOPPING
Blueberry	Streusel baked on top	Cardamom icing with granola
Chocolate-Chocolate Chip	Coarse sugar baked on top	Chocolate icing with mini marshmallows and graham cracker crumbs
Apple Cinnamon	Apple slices baked on top	Cinnamon oat streusel with salted caramel drizzle

Scones 101

“It’s hard to resist a great scone, one with a crispy crust and soft, moist center and that rich, buttery flavor.”

BILL WEEKLEY

KEY ATTRIBUTES



Soft interior,
crunchy exterior

Great option for
any time of day

Sweet taste

Top purchase
driver of scones
is impulse

Portable, convenient
and indulgent

Easy to customize
(Scone Bear Claw, Scone
Danish, Traditional,
Scone Brunch Cake)

FINISHING TECHNIQUES

- ✓ Garnish baked scones to convey freshness and “made here” appeal.
- ✓ Sprinkle scones with coarse sugar before baking for greater texture contrast.

- ✓ Consider a drizzle of icing after scones have cooled.
- ✓ Dip scones into bowl of icing for a more dramatic effect.

PREPARATION TIPS & IDEAS

TIPS FOR BETTER SCONES

- Prior to baking, wet a paper towel and moisten the unbaked scones just enough to apply toppings such as granulated sugar or sprinkles.
- Bake in the middle rack of oven. If needed, use a second sheet on the bottom of the pan from the heat source so bottoms don’t burn.
- Look for crisp corners and even, light brown tops before testing the top for light spring back when touched.
- Allow scones to fully cool on sheet pan to finish baking.
- Heat scones at point of sale to create fresh-baked aroma.

REPURPOSING IDEAS

- Make miniature scones.
- Scones can be cut or shaped, e.g., make a Scone Bear Claw.



SCONE VARIETY

Blueberry
White Chunk Raspberry
Chocolate-Chocolate Chip

CLASSIC TOPPING

Vanilla icing with lemon zest
Almond icing with sliced almonds
Chocolate icing with shaved chocolate

TRENDY TOPPING

Lemon lavender icing
Vanilla icing with lime zest and chopped macadamia nuts
Mocha icing with sea salt

bake it

FORWARD

Every recipe has a chance to tell a story. At Pillsbury™, we're committed to helping you write your own. With our experience, expertise and unrivaled selection of baked goods, we're here to help lead the way into a bold new future of baking.

FOR THE PROFESSIONAL

