



CONTACT: Bridget Winberg
 General Mills Foodservice
 763.293.4068
 bridget.winberg@genmills.com

New Pillsbury® Mini French Toast Boosts Hot Breakfast Variety with Whole Grain and Kid-Favorite Flavors

MINNEAPOLIS (June 20, 2011) – Providing a brand-new boost for school foodservice operators looking to increase student interest and participation in breakfast, Pillsbury® Mini French Toast offers whole-grain goodness in kid-friendly flavors. Available in Cinnamon Rush™ and Triple Berry Blast™, the latest offering from General Mills Foodservice helps operators provide more variety every day.

Pillsbury Mini French Toast is individually wrapped, allowing operators to serve them twice as fast as bulk options.¹ Each heat and serve ovenable pouch contains eight mini slices of French toast, and each serving provides 16 grams of whole grain (at least 48 grams recommended daily) and is two bread-equivalents.

School meal programs can play an important role in bolstering whole-grain intake for children, according to the USDA’s Child Nutrition Division, which recommends operators purchase whole grains whenever possible as part of their efforts to promote healthy eating and improve nutritional well-being.

“Foodservice operators looking to bring variety to the menu and increase breakfast participation can enjoy another new option with whole grain and great taste,” said Alyca Judge, K-12 channel marketing manager, General Mills Foodservice. “Pillsbury Mini French Toast is a terrific addition to our extensive portfolio of hot breakfast items for K-12 foodservice operators.”

In fact, adding more Pillsbury variety to hot breakfast options can increase hot breakfast participation as much as 38 percent.²

For more information about new Pillsbury Mini French Toast and other hot breakfast options such as Pillsbury Mini Pancakes, Pillsbury Frudel™ and Pillsbury Mini Cinnis, operators can contact their General Mills Foodservice sales representative at 1-800-882-5252 or visit www.generalmillsfoodservice.com.

About General Mills Foodservice

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios®, Yoplait® yogurt, Nature Valley® granola bars, Gold Medal® baking mixes, Pillsbury® biscuits and other sweet goods. The division generates more than \$2 billion in annual sales.

###

1 – According to a single test conducted with 75 people. Test compared time required to serve Pillsbury Mini Pancakes without syrup to an equivalent serving of bulk pancakes with syrup.

2 – One-third more kids say they definitely would eat breakfast at school more often if a variety of Pillsbury hot breakfast products was offered in their school cafeteria versus if just one Pillsbury hot breakfast product was offered; General Mills Hot Breakfast claims Study with n=150-200 K-12 students.