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New Pillsbury Warm Cinnamon Rolls and Pillsbury Apple Cinnamon Warm Pastries Make it Easier than Ever to Serve Fresh and Warm Baked-Goods

MINNEAPOLIS (Nov. 17, 2011) - Now it is easier than ever to serve delicious, warm baked-goods with new Pillsbury Warm Cinnamon Rolls and Pillsbury Apple Cinnamon Warm Pastries. Ideal for retail dining services including coffee shops, these heat and serve options simplify prep time to help maximize sales.

Each case of Pillsbury Warm Cinnamon Rolls or Pillsbury Apple Cinnamon Warm Pastries comes pre-baked. The cinnamon rolls are pre-iced and pre-packaged in a Pillsbury-branded paper-cup, while the apple cinnamon pastries are topped with sugar and pre-packaged in a Pillsbury-branded sleeve. Operators simply place the product directly in a microwave, oven, or warmer before serving. Once warm, the product has a hold time of up to three hours.

“Foodservice operators who already know and trust the Pillsbury name now have a great new option for increasing breakfast sales with new Pillsbury Warm Cinnamon Rolls and Pillsbury Apple Cinnamon Warm Pastries,” said Jose Garcia Herron, associate marketing manager, General Mills Foodservice. “We’re making it simple for any member of a foodservice operator’s staff to prepare fresh, warm baked-goods.”

For more information about new Pillsbury Warm Cinnamon Rolls and Pillsbury Apple Cinnamon Warm Pastries, 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 \$1.8 billion in annual sales.

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