

# HOW CAN ONE BISCUIT DO ALL THE THINGS MY MENU NEEDS?



**BISCUITABILITY™:** Your ability. One biscuit.

- Mild buttery flavor of Pillsbury® Southern Style biscuits, perfect for both sweet and savory dishes
- Homemade, scratch-like flavor and appearance
- Simple menu ideas to help you drive patron traffic



success made simple™



# Homemade taste *patrons will rave about*

## IT STARTS WITH A BISCUIT THAT LOOKS AND TASTES HOMEMADE.

Your patrons expect high-quality biscuits. In fact, 2 out of 3 patrons say that the quality of the biscuit impacts their perception of a restaurant.<sup>1</sup> Pillsbury® delivers the authentic homemade experience your patrons want — with the minimal labor you need.

### PILLSBURY® DELIVERS HOMEMADE IN EVERY WAY

- Pillsbury® biscuits make it easy to deliver scratch-like flavor and appearance.
  - **Flavor:** Light, buttery flavor. Perfect for both sweet and savory dishes.
  - **Texture:** Formulated to be crispy on the outside, tender on the inside.
  - **Appearance:** Uneven top, golden color, tall and fluffy.



<sup>1</sup> Market Tools Central Location  
Taste Test of Place & Bake™ Southern Style Biscuit #6252  
(Universal Studios, Orlando, Florida), Sept. 2009, n=150.



## BISCUITABILITY™: IT'S YOUR WAY TO MAKE A DELICIOUS BISCUIT WORK IN EVERY WAY YOU NEED IT TO.

Pillsbury® Biscuits bring you homemade flavor with endless possibilities. Make the most of your biscuits by using them in all the ways that make them customer favorites: Biscuits & Gravy, Biscuit Sandwiches, Bread Baskets and Biscuits as a Side Item.

### A COMPLETE PORTFOLIO TO MEET ANY BISCUIT NEED

- Choose from a wide variety of flavors like our popular **Southern Style**, classic **Buttermilk**, sweet **Cinnamon Raisin** or savory **Garlic Cheddar**.
- Look to our **innovative solutions**, like our Easy Split® for easy sandwich preparation, or our 0g Trans Fat per serving<sup>2</sup> biscuits.
- Count on our **whole grain** biscuits to deliver great taste and 16g of whole grain.<sup>3</sup>



#### Pillsbury® Place & Bake™ Biscuits

- Scratch-like flavor, texture and appearance.
- Easy prep — just place, bake and serve. No skilled labor required!
- Bake only what you need.
- Superior holding ability minimizes waste.



#### Pillsbury® Baked Biscuits

- Just thaw, heat and serve for fresh biscuits in minutes.
- Individually wrapped and bakeable tray.
- Superior holding ability minimizes waste.

<sup>2</sup> Contains 4 or more grams of saturated fat per serving. See complete nutritional facts.

<sup>3</sup> 16g per serving. 48g recommended daily.

# PRODUCT SPECIFICATIONS

Product	Diameter (inches)	School Meal Equivalent	Product Code	Case Pack/ Unit Size	Case Weight (lbs.)	Kosher Status	Freezer/ Shelf Life
<b>Pillsbury® Place &amp; Bake™ Biscuits</b>							
Southern Style	2.75	2.00 Bread	10094562062528	216/2.2 oz.	30.82	U <sup>D</sup>	120 Days
Southern Style	2.75	2.00 Bread	10094562062504	120/2.2 oz.	17.56	U <sup>D</sup>	120 Days
Southern Style Easy Split®	2.75	2.00 Bread	10094562063464	216/2.2 oz.	30.82	U <sup>D</sup>	120 Days
Southern Style Easy Split®	3.25	3.00 Bread	10094562062498	168/3.17 oz.	35.26	U <sup>D</sup>	120 Days
Large Southern Style	3.25	4.25 Bread	10094562062542	120/4.5 oz.	35.04	U <sup>D</sup>	120 Days
Southern Style Mini	2.25	1.00 Bread	10094562062634	210/1.2 oz.	17.61	U <sup>D</sup>	120 Days
Southern Style Cheese	2.75	1.75 Bread	10094562062566	240/2 oz.	32.38		120 Days
Buttermilk	2.75	2.00 Bread	10094562062405	120/2.2 oz.	17.56	U <sup>D</sup>	120 Days
Buttermilk	3.25	2.50 Bread	10094562062412	120/2.6 oz.	21.37	U <sup>D</sup>	120 Days
Butter Tastin®	2.75	2.00 Bread	10094562063327	216/2.2 oz.	30.82	U <sup>D</sup>	120 Days
Garlic & Cheddar Mini	2.25	1.00 Bread	10094562063310	210/1.2 oz.	17.61		120 Days
Cinnamon Raisin	2.75	2.00 Bread	10094562062511	120/2.2 oz.	17.56	U <sup>D</sup>	186 Days
ZT (0gTFA) Southern Style	2.75	2.00 Bread	10094562311510	216/2.2 oz.	30.82	U <sup>D</sup>	120 Days
ZT (0gTFA) Southern Style Easy Split®	2.75	2.00 Bread	10094562315242	216/2.2 oz.	30.82	U <sup>D</sup>	120 Days
ZT (0gTFA) Southern Style Easy Split®	3.25	3.00 Bread	10094562311527	168/3.17 oz.	35.26	U <sup>D</sup>	120 Days
ZT (0gTFA) Whole Grain	2.75	2.00 Bread	10094562312623	216/2.1 oz.	29.70	U <sup>D</sup>	120 Days
<b>Pillsbury® Frozen Baked Biscuits</b>							
Southern Style	2.875	2.00 Bread	10094562062856	120/2 oz.	16.59	U <sup>D</sup>	180 Days
Southern Style Mini	2.25	1.00 Bread	10094562062337	175/1.2 oz.	14.79	U <sup>D</sup>	180 Days
Southern Style Easy Split®	3.75	3.25 Bread	10094562324992	60/3.4 oz.	14.30	U <sup>D</sup>	180 Days
Golden Buttermilk	2.875	2.00 Bread	10094562062351	120/2.25 oz.	18.50	U <sup>D</sup>	180 Days
Golden Buttermilk Easy Split®	2.875	2.00 Bread	10094562062368	120/2.25 oz.	18.50	U <sup>D</sup>	180 Days
Golden Buttermilk Easy Split®	3.25	2.75 Bread	10094562062375	75/2.85 oz.	14.96	U <sup>D</sup>	180 Days
Buttermilk	2.875	2.00 Bread	10094562062832	120/2 oz.	16.59	U <sup>D</sup>	180 Days
Buttermilk Mini	2.25	1.00 Bread	10094562062320	175/1.2 oz.	14.79	U <sup>D</sup>	180 Days
ZT (0gTFA) Southern Style	2.875	2.00 Bread	10094562311534	120/2 oz.	16.59	U <sup>D</sup>	180 Days
ZT (0gTFA) Golden Buttermilk	2.875	2.00 Bread	10094562323926	120/2.25 oz.	18.50	U <sup>D</sup>	180 Days
ZT (0gTFA) Golden Buttermilk Mini	2.25	1.00 Bread	10094562062344	175/1 oz.	12.71	U <sup>D</sup>	180 Days
ZT (0gTFA) Golden Buttermilk Easy Split®	2.875	2.00 Bread	10094562323919	120/2.25 oz.	18.50	U <sup>D</sup>	180 Days
ZT (0gTFA) Whole Grain Easy Split®	2.875	2.00 Bread	10094562315259	120/2 oz.	16.59	U <sup>D</sup>	180 Days



**PILLSBURY®  
PLACE & BAKE™  
BISCUITS**



**PILLSBURY®  
FROZEN BAKED  
BISCUITS**



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