

LOOKING FOR A SIMPLE WAY TO MAKE  
FRESH-FROM-THE-OVEN MUFFINS?



**SERVE** PILLSBURY® MUFFINS  
AND SET YOUR OPERATION APART



success made simple™

# MUFFINS ARE A MENU MUST-HAVE

Your patrons want muffins! Muffins are the #1 baked good eaten at breakfast.<sup>1</sup> Increase sales in your baked goods category by offering your customers the muffins they want.

- 56% of consumers eat muffins weekly.<sup>2</sup>
- Fresh-baked stands for quality—80% of consumers believe that items baked on-site are better than those that aren't.<sup>3</sup>



## PILLSBURY® TUBESET® MUFFINS

PREMIUM BATTER, EASY-TO-SQUEEZE TUBE



### SAVE TIME

- Tubes thaw in less than 3 hours
- Squeeze batter directly into pans, no scooping required

### REDUCE WASTE

- Pillsbury® TubeSet® Muffins use 86% less plastic than 18-pound pails<sup>4</sup>
- 3-pound size is perfect for batch baking

### INCREASE VARIETY

- Available in many indulgent flavors
- Flexible packaging allows for easily customizable muffin sizes and recipes

<sup>1</sup> The NPD Group/CREST OnSite, 10/2008

<sup>2</sup> Muffin Operator Interviews, 9/2007

<sup>3</sup> Technomic, AFH Baked Goods Study, 1/2012

<sup>4</sup> Based on comparison of TubeSet™ plastic weight to 18-pound pails for equivalent muffin batter volume. Corrugate weight not included due to high recyclability



# PILLSBURY® FROZEN MUFFIN BATTERS MAKE FRESH-BAKED EASIER

Pillsbury® is the #1 manufacturer of frozen unbaked muffins in the Foodservice Industry.<sup>5</sup> We have a variety of formats and flavors designed to meet your needs. Pillsbury® Muffins deliver the scratch-like quality your customers desire and the consistency you demand.



## PILLSBURY® PLACE & BAKE™ FREEZER-TO-OVEN MUFFINS

THE ONLY FREEZER-TO-OVEN MUFFIN PUCK

### AN EASY WAY TO FRESH-BAKED

- No thawing or scooping—just place, bake and serve
- Direct from freezer to oven means fresh baked muffins in under 30 minutes

### REDUCED WASTE

- Minimize product waste with smaller batch sizes
- Replenish on demand to ensure constant availability and freshness

### ENDLESS VERSATILITY

- Pre-portioned 1.5 oz pucks can be combined to create different sizes, unique flavor combinations or recipes
- Available in many different flavors or a variety pack

<sup>5</sup> PEI Mix/Muffin Performance Monitor, 12 mos end 2/2012



# FROZEN MUFFIN BATTER—PAILS



- Conveniently bake muffins of various sizes, shapes, and flavors
- Available in 9-pound and 18-pound pails
- Consistent quality and performance you can rely on

CREATE  
**SIGNATURE MUFFINS**  
WITH EASY-TO-MAKE  
RECIPE IDEAS

Visit [generalmillsfoodservice.com](http://generalmillsfoodservice.com)



## PILLSBURY® OFFERS A VARIETY OF UNBAKED MUFFIN BATTERS TO SUIT YOUR NEEDS

Product	Base Code	Case Count
<b>Pillsbury® TubeSet® Muffin Batters</b>		
BLUEBERRY	108026000	6/3 LB
BANANA NUT	108021000	6/3 LB
CRANBERRY ORANGE	108070000	6/3 LB
CHOCOLATE CHOCOLATE CHIP	208011000	6/3 LB
ORANGE BLOSSOM®	108085000	6/3 LB
LEMON POPPY SEED	108077000	6/3 LB
RAISIN BRAN	108065000	6/3 LB
CORN	108046000	6/3 LB
APPLE CINNAMON	208005000	6/3 LB
CAPPUCCINO CHOCOLATE CHUNK	108035000	6/3 LB
CRANBERRY NUT	108049000	6/3 LB
SUNRISE	108081000	6/3 LB
<b>Pillsbury® Place &amp; Bake™ Freezer-to-Oven Muffin Pucks</b>		
BLUEBERRY	131662000	216/1.5oz
CHOCOLATE CHOCOLATE CHIP	131661000	216/1.5oz
CORN	131665000	216/1.5oz
BANANA NUT	131666000	216/1.5oz
BRAN	131663000	216/1.5oz
LEMON POPPY SEED	131664000	216/1.5oz
VARIETY PACK (Blueberry, Banana Nut, Choc Choc Chip)	134452000	216/1.5oz

Product	Base Code	Case Count
<b>Pillsbury® Muffin Batter 18-pound Pails</b>		
BLUEBERRY	108027000	1/18 LB
BANANA NUT	108022000	1/18 LB
CORN	108047000	1/18 LB
CHOCOLATE CHOCOLATE CHIP	108012000	1/18 LB
CRANBERRY ORANGE	108071000	1/18 LB
CRANBERRY NUT	108050000	1/18 LB
RAISIN BRAN	108066000	1/18 LB
APPLE	108006000	1/18 LB
LEMON POPPY SEED	108079000	1/18 LB
ORANGE BLOSSOM®	108087000	1/18 LB
<b>Pillsbury® Muffin Batter 9-pound Pails</b>		
BLUEBERRY	107976000	2/9 LB
CHOCOLATE CHOCOLATE CHIP	107978000	2/9 LB
CHOLESTEROL FREE BANANA NUT	107975000	2/9 LB

FOR A COMPLETE PRODUCT LISTING,  
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