

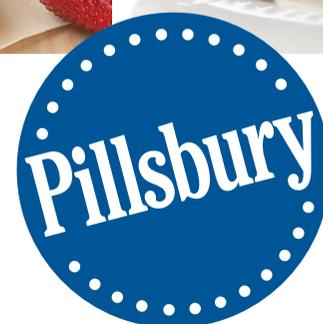


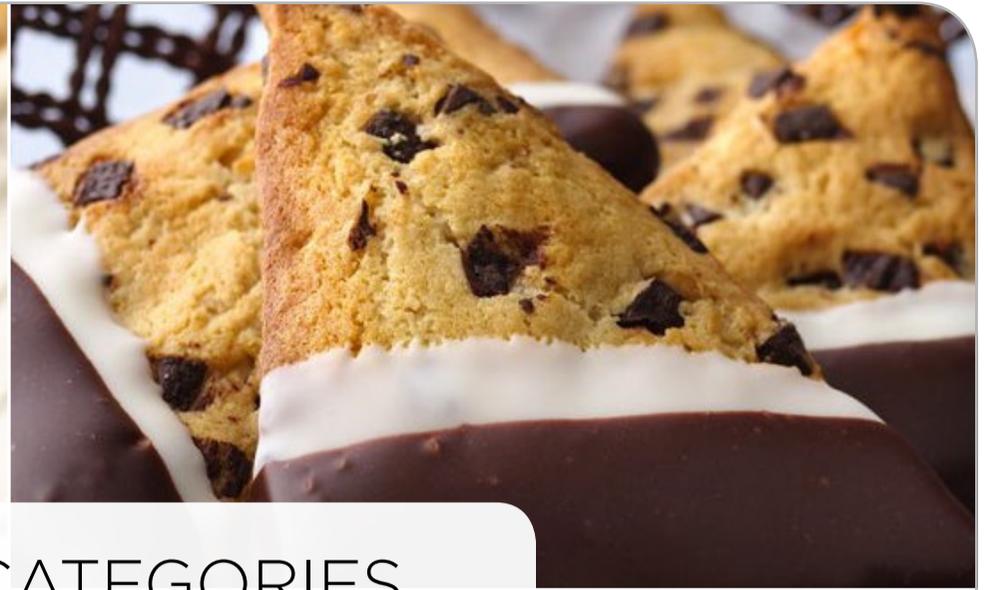
GENERAL MILLS  
Convenience  
& Foodservice

DISCOVER BAKED GOODS THAT  
DO MORE FOR YOUR MENU.



With Pillsbury® Frozen Baked Goods,  
You Can Do More Than Ever Before.





ONE BRAND. MULTIPLE CATEGORIES.  
INFINITE POSSIBILITIES.



### Frozen Baked Goods Key Categories

Trust your baked goods to Pillsbury.® We offer a complete portfolio of delicious products that promote the quality and taste you demand and your customers crave. Plus, Pillsbury frozen baked goods can expand your menu like nothing else. Every variety brings added versatility and creativity to your daily offerings. Put the power of Pillsbury to work for you today.

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### Frozen Baked Goods Key Categories

- Puff Pastry
- Muffins
- Scones
- Cinnamon Rolls
- Croissants



# WOW YOUR CUSTOMERS WITH THE WONDERS OF PUFF PASTRY.



Nothing elevates a dish quite like the beauty, sophistication and texture of puff pastry. Pillsbury® Puff Pastry is the perfect way to enhance your menu in sweet and savory ways.

## Pillsbury® Puff Pastry

- Prelaminated dough is easy to work with
- Premium quality and exceptional taste
- Prefilled puff pastry items also available

### Tips

Use a fork or pastry crimper to seal edges and get a decorated look.

Add coarse sugar and simple syrup/glaze prior to baking for a more refined finish.



# PUFF PASTRY PORTFOLIO

BULK	PREFORMED		
	TURNOVER 60/3.7 OZ	STRUDEL	
		STICK 90/2.75 OZ	BITE 320/.8 OZ
105123000 SHEET 20/12 OZ	105188000 APPLE	105460000 APPLE STICK	105524000 APPLE BITE
105125000 SQUARE 120/2 OZ	105193000 CHERRY	105462000 CHERRY STICK	105526000 CHERRY BITE
105512000 TRIFOLD SLAB 2/15 LB	105415000 APPLE (SUGARED)	105472000 STRAW CC STICK	105528000 STRAW CC BITE
105514000 SLAB 3/10 LB	105416000 BLUEBERRY (SUGARED)		105525000 BLUEBERRY BITE
	105417000 CHERRY (SUGARED)		
	105418000 RASPBERRY (SUGARED)		



For more inspiration, visit [generalmillscf.com/puffpastryrecipes](http://generalmillscf.com/puffpastryrecipes)





# A MUFFIN FOR EVERY MENU.



Did you know that muffins are the #1 baked good eaten at breakfast?<sup>1</sup> It's also interesting to note that as many as 40% of operators use multiple muffin formats.<sup>2</sup> That's why Pillsbury offers four convenient formats, all of which are tolerant and consistent. So you can menu muffins that inspire your customers to keep coming back for more.

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### Muffin Formats:

- Pillsbury® TubeSet®
- Pillsbury® Place & Bake
- Pillsbury® Thaw-and-Serve
- Pillsbury® Pails

#### Tip

Before baking, top with streusel, nuts or sugar for enhanced texture, flavor and appearance.





## Pillsbury® TubeSet®

- Convenient packaging features 86% less plastic than 18-pound pails for improved sustainability and efficiency<sup>3</sup>
- Quick thawing batter: 3 hour thaw time versus 24 hours for pails<sup>4</sup>
- Scalable: bake large or small batches of several flavors minimizing product waste from unused batter<sup>5</sup>



## Pillsbury® Thaw & Serve

- No baking required
- No oven required



## Pillsbury® Place & Bake

- 1.5 oz. pre-portioned pucks; No thawing required
- Direct from freezer to oven for fresh-baked muffins in under 30 minutes



## Pillsbury® Pails

- Industry standard
- Best suited for high volume operations



1 The NPD Group/National Eating Trends®, two years ending November 2013 (based on in-home/carried consumption)  
 2 National Food Product Research Corp., March 2009, "Pillsbury Blueberry Muffins Yield/Waste Operator Measurements"  
 3 Based on comparison of TubeSet® plastic weight to 18-pound pails for equivalent muffin batter volume. Corrugate weight not included due to high recyclability.  
 4 Thaw individual tube in refrigerator or cooler until soft (approximately 3 hours).  
 5 Each 3 lb. TubeSet® makes 16 x 3 oz. muffins or 12 x 4 oz. muffins. Available in 19 flavors.

# BATTER MUFFIN PORTFOLIO

TUBESET 6/3 LB		18 LB PAIL 1/18 LB		PLACE & BAKE 216/1.5 OZ	
208005000	APPLE CINNAMON	108006000	APPLE CINNAMON	131666000	BANANA NUT
108021000	BANANA WALNUT	108022000	WALNUT	131662000	BLUEBERRY
108026000	BLUEBERRY	108027000	BLUEBERRY	131663000	BRAN
108035000	CAPPUCCINO CC	108036000	CAPPUCCINO CC	131661000	CHOC CHOC CHIP
2080110000	CHOC CHOC CHIP	108012000	CHOC CHOC CHIP	131665000	CORN
108046000	CORN	108047000	CORN	131664000	LEMON POPPYSEED
108049000	CRANBERRY NUT	108050000	CRANBERRY NUT	134452000	VARIETY PACK
108070000	CRANBERRY ORANGE	108071000	CRANBERRY ORANGE	VARIETY PACK INCLUDES: 1 CHOCOLATE CHOCOLATE CHIP, 1 BLUEBERRY & 1 BANANA NUT	
108077000	LEMON POPPY SEED	108079000	LEMON POPPYSEED		
108039000	MORNING HARVEST	108040000	MORNING HARVEST		
108085000	ORANGE BLOSSOM	108087000	ORANGE BLOSSOM		
108065000	RAISIN BRAN	108066000	RAISIN BRAN		
108081000	SUNRISE	108082000	SUNRISE		
108052000	PEACH				
108030000	PRAIRIE HARVEST				
108095000	OAT BRAN				
108174000	LOW FAT BLUEBERRY				

# BAKED MUFFIN PORTFOLIO

FROZEN BAKED				PRE-PACKED 24/10.8 OZ	
MINI 240/9 OZ		REGULAR			
108426000	BLUEBERRY	108531000	BLUEBERRY 96/2.37 OZ	108941000	RAISIN BRAN
108422000	BANANA NUT	108527000	BANANA WALNUT 96/2.12 OZ	108942000	ALMOND POPPY
108466000	LEMON POPPY	108571000	LEMON POPPY 96/2.12 OZ	108943000	LEMON POPPY
108470000	ORANGE BLOSSOM	108563000	ORANGE BLOSSOM 96/2.12 OZ	108945000	ORANGE BLOSSOM
108729000	VARIETY PACK	108728000	VARIETY PACK 96/2.31 OZ	208947000	VARIETY PACK
VARIETY PACK INCLUDES: 2 ORANGE BLOSSOM, 2 BANANA WALNUT, 2 BLUEBERRY, 2 LEMON POPPYSEED, 2 CHOCOLATE CHOCOLATE CHIP		VARIETY PACK INCLUDES: 1 BLUEBERRY, 1 ORANGE BLOSSOM, 1 BANANA WALNUT, 1 LEMON POPPYSEED, 1 CHOCOLATE CHOCOLATE CHIP		131705000	CHOC CHIP
				108939000	BLUEBERRY
				THERE ARE 24/12 PACKS OF MUFFINS, PER CASE. ONE 12 PACK INCLUDES: 4 BLUEBERRY, 4 ORANGE BLOSSOM, AND 4 LEMON POPPYSEED.	

For more inspiration, visit [generalmillscf.com/muffinrecipes](http://generalmillscf.com/muffinrecipes)





SERVE SCONES THAT ARE  
SECOND TO NONE.



Enhance your baked good offerings with scratch-like quality scones. Moist and flavorful, Pillsbury® Place & Bake™ Freezer-To-Oven Scones are the perfect combination of a traditional English scone and a muffin. It's the ideal accompaniment to morning coffee and afternoon tea.

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### Pillsbury® Scones

- Scratch-like appearance and dual texture: crispy crust with moist, soft interior
- No thawing required, just separate, place, bake and serve
- Versatile enough to be served both morning and afternoon

#### Tips

After baking and cooling, drizzle or dip scones with melted Gold Medal® Ready-to-Spread Icing to enhance visual appeal.

Add coarse sugar prior to baking to give a nice texture and sweetness.



## SCONE PORTFOLIO



108135000

FRUIT  
VARIETY PACK



130472000

SWEET  
VARIETY PACK



108151000

WHITE CHUNK  
RASPBERRY

108148000

APPLE  
CINNAMON

130567000

CHOCOLATE  
CHUNK

131081000

BROWN SUGAR  
CINNAMON

108150000

BLUEBERRY

108152000

CRANBERRY  
ORANGE

Variety packs also available in single flavor cases.  
All scone cases are 96/3.75 oz.



For more inspiration, visit [generalmillscf.com/sconerecipes](https://www.generalmillscf.com/sconerecipes)



# THE INDULGENT WAY TO START THE DAY.



What could be better than a warm, gooey fresh-baked cinnamon roll every morning? People love cinnamon rolls, but as you well know, they can be difficult and time-consuming to make. That's why Pillsbury® Cinnamon Rolls make it easy to offer this indulgent delight in a variety of unique and creative ways.



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## Pillsbury® Cinnamon Rolls

- You can offer traditional homemade cinnamon rolls without all the work of scratch
- The perfect balance of soft, moist dough and sweet cinnamon flavor
- A variety of formats and sizes to meet every operation's needs

### Tips

Spread icing over cooled rolls with Gold Medal® Ready-to-Spread Vanilla Crème Icing.

Brush the rolls immediately out of the oven with simple syrup or glaze to lock in moisture and to give rolls a glossy shine.



# CINNAMON ROLL PORTFOLIO

	SUPREME		VALUE	SPECIALTY	
	FREEZER TO OVEN (FTO)	THAW PROOF BAKE (TPB)	THAW PROOF BAKE (TPB)		
SMALL	205357000 200/1.5 OZ	102568000 288/1.5 OZ	102560000 360/1.25 OZ		
MEDIUM	105358000 100/3 OZ		102561000 180/2.5 OZ	RTO 131198000 80/3.5 OZ	
LARGE	142394000 60/5 OZ	102570000 72/6 OZ		PLUS (TPB) 205352000 90/4.5 OZ 205353000 60/6.5 OZ	
OTHER SHAPES				TWIRLS (FTO) 106226000 100/5 OZ	TWIST (FTO) 205385000 52/4.25 OZ

## DEFINITIONS

**Supreme:** Premium line featuring 25% more cinnamon schmear than our other cinnamon rolls.

**FTO:** Freezer to Oven.

**RTO:** Retardant to Oven. RTO cinnamon rolls eliminate the need for proofing while still maintaining a yeast flavor profile.

**TPB:** Thaw Proof Bake. TPB cinnamon rolls feature sweet dough without the fat rolled in.

**TPB Plus:** Thaw Proof Bake cinnamon rolls feature laminated dough where the fat is rolled into the dough to create layers, proving a lower side wall and better plate cover. These are also shorter and wider than TPB cinnamon rolls.



For more inspiration, visit [generalmillscf.com/cinnamonrollrecipes](https://generalmillscf.com/cinnamonrollrecipes)



# THE SIMPLE WAY TO SERVE A FRENCH FAVORITE.



Surprise and delight your customers with these craveable favorites. Pillsbury® Croissants give you all of the flavor without the complexity.

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## Pillsbury® Croissants

- Made with high quality ingredients
- Multiple layers of tender dough deliver a flaky crust and sweet dairy flavor
- Versatility across dayparts

### Tips

For best results, thaw overnight to allow dough to relax for better performance in the bake.

Egg wash or steam in the oven to get a deep, rich color and shine.



# CROISSANT PORTFOLIO

		BAKED		UNBAKED	
		BUTTER	PLAIN	ALL BUTTER	BUTTER BLEND
NOT SLICED	132105000 CURVED 128/1 OZ			132101000 CURVED 357/1 OZ OG TFA	132116000 CURVED 120/2.5 OZ
	132106000 CURVED 64/2.5 OZ			132111000 CURVED 168/1.75 OZ	132117000 CURVED 120/3.25 OZ
	132107000 CURVED 48/3 OZ			132114000 PINCHED 120/2.75 OZ	
				132112000 STRAIGHT 96/3.75 OZ	
				132113000 PINCHED 96/3.75 OZ	
SLICED	132093000 CURVED 96/1.5 OZ	132102000 PINCHED 64/2 OZ OG TFA			
	132108000 CURVED 64/2 OZ	132103000 PINCHED 64/2.5 OZ			
	132109000 PINCHED 64/2.5 OZ	132092000 CURVED 48/3 OZ			
	132104000 PINCHED 64/3 OZ				



For more inspiration, visit [generalmillscf.com/croissantrecipes](http://generalmillscf.com/croissantrecipes)