

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.



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.

**Frozen Baked Goods Key Categories**

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

# 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
- Reformulated with no artificial flavors and no colors from artificial sources



**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		BEST	SPECIALTY	
	FREEZER TO OVEN (FTO)	THAW PROOF BAKE (TPB)	THAW PROOF BAKE (TPB)		
MINI	<b>NEW!</b> 10721582111447 360/0.9 OZ				
SMALL	10094562053571 200/1.5 OZ		10094562025608 360/1.25 OZ		
MEDIUM	10094562053588 100/3 OZ		10094562025615 180/2.5 OZ	PLUS (TPB) 10094562053526 90/4.5 OZ 10094562053533 60/6.5 OZ	
LARGE	10094562423947 60/5 OZ	10094562025707 72/6 OZ		<b>NEW!</b> TWIRLS (FTO) 100/5 OZ 10094562062269 Cinnamon 10094562109421 Caramel 10094562109438 Orange 10094562109414 Chocolate	TWIST (FTO) 10094562053854 52/4.25 OZ
OTHER SHAPES					

## DEFINITIONS

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

**FTO:** Freezer to Oven.

**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.



Caramel Twirl



Orange Twirl



Chocolate Twirl

For more inspiration, visit [generalmills.com/cinnamonrollrecipes](http://generalmills.com/cinnamonrollrecipes)



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1-800-243-5687



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 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
- Made with no artificial flavors and no colors from artificial sources



#### Tips

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

Cut into halves or quarters before baking for easy Grab&Go or portion control offerings.



# SCONE PORTFOLIO



10094562081352  
FRUIT  
VARIETY PACK



10094562304727  
SWEET  
VARIETY PACK



10094562081512  
WHITE CHUNK  
RASPBERRY

10094562081482  
APPLE  
CINNAMON



10094562305670  
CHOCOLATE  
CHUNK

10094562310810  
BROWN SUGAR  
CINNAMON

10094562081505  
BLUEBERRY

10094562081505  
BLUEBERRY



10094562081529  
CRANBERRY  
ORANGE



10094562109223  
LEMON  
POPPY SEED



10094562109179  
CHOCOLATE  
CHOCOLATE  
CHUNK


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

Cranberry Orange, Lemon Poppy Seed and Chocolate Chocolate Chunk are only available in single flavor cases

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



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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.

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**Pillsbury™ Puff Pastry**

- Prelaminated dough is easy to work with
- Premium quality and exceptional taste
- Also available in prefilled turnovers, sticks and bites

**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
10094562051232 SHEET 20/12 OZ	10094562051881 APPLE	10094562054608 APPLE STICK	10094562055247 APPLE BITE (SUGARED)
10094562051256 SQUARE 120/2 OZ	10094562051935 CHERRY	10094562054622 CHERRY STICK	10094562055261 CHERRY BITE (SUGARED)
10094562055124 TRIFOLD SLAB 2/15 LB	10094562054158 APPLE (SUGARED)	10094562054721 STRAW CC STICK	10094562055285 STRAW CC BITE (SUGARED)
10094562055148 SLAB 3/10 LB	10094562054165 BLUEBERRY (SUGARED)		10094562055254 BLUEBERRY BITE (SUGARED)
	10094562054172 CHERRY (SUGARED)		
	10094562054189 RASPBERRY (SUGARED)		



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



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## 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<sup>er</sup>
- Versatility across dayparts
- Pre-sliced options make it easy to elevate the everyday sandwich
- Available in both Baked and Unbaked formats



#### **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	10094562321052 CURVED 128/1 OZ			10094562321014 CURVED 357/1 OZ OG TFA	10094562321168 CURVED 120/2.5 OZ
	10094562321069 CURVED 64/2.5 OZ			10094562321113 CURVED 168/1.75 OZ	10094562321175 CURVED 120/3.25 OZ
	10094562321076 CURVED 48/3 OZ			10094562321144 PINCHED 120/2.75 OZ	
SLICED	10094562320932 CURVED 96/1.5 OZ	10094562321021 PINCHED 64/2 OZ OG TFA		10094562321120 STRAIGHT 96/3.75 OZ	
	10094562321083 CURVED 64/2 OZ	10094562321038 PINCHED 64/2.5 OZ		10094562321137 PINCHED 96/3.75 OZ	
	10094562321090 PINCHED 64/2.5 OZ	10094562320925 CURVED 48/3 OZ			
	10094562321045 PINCHED 48/3 OZ				



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



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# 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 three convenient formats, all of which are made with no artificial flavors and no colors from artificial sources. Pillsbury's tolerance and consistency means you can deliver high quality, great tasting products with low labor that will keep your customers coming back for more.

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### Muffin Formats:

- Pillsbury™ Pails
- Pillsbury™ TubeSet™ & BatterPro™
- Pillsbury™ Place & Bake

#### Tip

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





## Pillsbury™ Pails

- Industry standard
- Best suited for high volume operations
- Conveniently bake muffins of various sizes, shapes and flavors
- Consistent quality and performance



## Pillsbury™ TubeSet™ & BatterPro™

- Premium batter, easy-to-squeeze tube
- 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>
- Versatile: Use BatterPro™ for cupcakes, tiered cakes and sheet cakes that are filled or topped with particulates



## Pillsbury™ Place & Bake

- Direct from freezer to oven for fresh-baked muffins in under 30 minutes
- 1.5 oz. pre-portioned pucks; No thawing required
- Combine pucks to create different sizes and unique flavor combinations
- Replenish on demand to ensure constant availability and freshness



<sup>1</sup> The NPD Group/National Eating Trends<sup>®</sup>, two years ending November 2013 (based on in-home/carried consumption)

<sup>2</sup> National Food Product Research Corp., March 2009, "Pillsbury Blueberry Muffins Yield/Waste Operator Measurements"

<sup>3</sup> Based on comparison of TubeSet<sup>™</sup> plastic weight to 18-pound pails for equivalent muffin batter volume. Corrugate weight not included due to high recyclability.

<sup>4</sup> Thaw individual tube in refrigerator or cooler until soft (approximately 3 hours).

<sup>5</sup> Each 3 lb. TubeSet<sup>™</sup> makes 16 x 3 oz. muffins or 12 x 4 oz. muffins. Available in 15 flavors.



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# BATTER MUFFIN PORTFOLIO\*

## 18 LB PAIL 1/18 LB

10094562080065	APPLE CINNAMON
10094562080225	BANANA WALNUT
10094562080270	BLUEBERRY
10094562080362	CAPPUCCINO CC
10094562080126	CHOC CHOC CHIP
10094562080478	CORN
10094562080508	CRANBERRY NUT
10094562080713	CRANBERRYORANGE
10094562080799	LEMON POPPYSEED
10094562080409	MORNING HARVEST
10094562080874	ORANGE BLOSSOM
10094562080669	RAISIN BRAN
10094562080829	SUNRISE

## TubeSet™ 6/3 LB

10094562080058	APPLE CINNAMON
10094562080218	BANANA WALNUT
10094562080263	BLUEBERRY
10094562080355	CAPPUCCINO CC
10094562080119	CHOC CHOC CHIP
10094562080461	CORN
10094562080492	CRANBERRY NUT
10094562080706	CRANBERRY ORANGE
10094562080775	LEMON POPPY SEED
10094562080393	MORNING HARVEST
10094562080850	ORANGE BLOSSOM
10094562080652	RAISIN BRAN
10094562080812	SUNRISE
10094562080300	PRAIRIE HARVEST
10094562080959	OAT BRAN
10094562109018	CINNAMON
10094562110038	SWEET VARIETY PACK
10094562111585	CHOCOLATE CHIP

## Place & Bake™ 216/1.5 OZ

10094562316669	BANANA NUT
10094562316621	BLUEBERRY
10094562316638	BRAN
10094562316614	CHOC CHOC CHIP
10094562316652	CORN
10094562316645	LEMON POPPYSEED
10094562344525	VARIETY PACK

VARIETY PACK INCLUDES:  
1 CHOCOLATE CHOCOLATE CHIP,  
1 BLUEBERRY & 1 BANANA NUT

**NEW!**

**NEW!**

## BatterPro™ Muffin and Cake Batter 6/3 LB

10094562109292	VANILLA
10094562109339	CHOCOLATE

### TubeSet™ Sweet Variety Pack 2 Tubes of Each Flavor



### BatterPro™



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

\*Muffins now made with no artificial flavors and no colors from artificial sources



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