



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

- Muffins
- Croissants
- Cinnamon Rolls
- Scones
- Puff Pastry
- Brownies
- Desert Bars



A muffin for every menu.

Muffins are the #1 most menued sweet breakfast bakery item.¹ 74% of consumers like or love muffins.² 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.

Muffin Formats:

- Pillsbury™ TubeSet™
- Pillsbury™ BatterPro™
- Pillsbury™ 18 lb Pails
- 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 efficiency³
- Quick thawing batter: 3 hour thaw time versus 24 hours for pails⁴
- Scalable: bake large or small batches of several flavors minimizing product waste from unused batter⁵
- 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



1 Datassential Keynote Breakfast Report, 2019
 2 Datassential Keynote Breakfast Report, 2019
 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 15 flavors.

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	CRANBERRY ORANGE
10094562080799	LEMON POPPYSEED
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
10094562080850	ORANGE BLOSSOM
10094562080652	RAISIN BRAN
10094562080812	SUNRISE
10094562080959	OAT BRAN
10094562109018	CINNAMON
10094562110038	SWEET VARIETY PACK
10094562111585	CHOCOLATE CHIP

Place & Bake™ 216/1.5 OZ

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

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

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

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



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.

Pillsbury™ Croissants

- Made with high quality ingredients
- Available in both Baked and Unbaked formats
- Pre-sliced options make it easy to elevate the everyday sandwich
- Multiple layers of tender dough deliver a flaky crust and sweet dairy flavor
- Versatility across day parts
- **New! Available in Freezer-to-Oven Format that requires no proofing, slacking or thawing**

Tips

For best results on unbaked croissant products that require thawing, 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			<i>New!</i> <i>FTO Butter Croissants</i> 10721582118736 STRAIGHT 120/1.25 OZ	10094562321168 CURVED 120/2.5 OZ
	10094562321069 CURVED 64/2.5 OZ			10721582118729 PINCHED 80/2.7 OZ	10094562321175 CURVED 120/3.25 OZ
	10094562321076 CURVED 48/3 OZ			10721582118743 PINCHED 60/3.75 OZ	
				<i>New!</i> <i>FTO Chocolate Croissants</i> 10721582118750 STRAIGHT 120/1.25 OZ	
				10721582118767 STRAIGHT 80/2.75 OZ	
				10094562321014 CURVED 357/1 OZ OG TFA	
				10094562321113 CURVED 168/1.75 OZ	
				10094562321144 PINCHED 120/2.75 OZ	
				10094562321137 PINCHED 96/3.75 OZ	
	SLICED	10094562320932 CURVED 96/1.5 OZ	10094562321021 PINCHED 64/2 OZ OG TFA		
10094562321083 CURVED 64/2 OZ		10094562321038 PINCHED 64/2.5 OZ			
10094562321090 PINCHED 64/2.5 OZ		10094562320925 CURVED 48/3 OZ			
10094562321045 PINCHED 48/3 OZ					



For more inspiration, visit generalmillscf.com/croissantrecipes



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.

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	10721582111447 360/0.9 OZ				
SMALL	10094562053571 200/1.5 OZ		10094562025608 360/1.25 OZ		
MEDIUM	10094562053588 100/3 OZ 10094562111110 100/2.7 OZ ¹		10094562025615 180/2.5 OZ	PLUS (TPB) 10094562053526 90/4.5 OZ 10094562053533 60/6.5 OZ	
LARGE	10094562423947 60/5 OZ			TWIRLS (FTO) 100/5 OZ 10094562062269 Cinnamon 10094562109421 Caramel 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



Chocolate Twirl



Cinnamon Twirl

For more inspiration, visit generalmills.com/cinnamonrollrecipes



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. Try savory scones for lunch or dinner.

Pillsbury® Scones

- Scratch-like appearance and dual texture: crispy crust with moist, soft interior
- No thawing required, just separate, place, bake and serve
- Made with no artificial flavors and no colors from artificial sources
- **Now available in sweet & savory**

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



10721582111379

JALAPEÑO
CHEDDAR

Variety packs also available in single flavor cases.

All scone cases are 96/3.75 oz.

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

For more inspiration, visit generalmills.com/sconerecipes.



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
- Available in unfilled and prefilled sheets and slabs, turnovers, sticks & bits



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



Serve Decadent Brownies with Ease

Brownies are a quintessential dessert favorite. Deliver on the indulgence your consumers crave without the labor with Pillsbury™ Thaw & Serve Brownies. The individually portioned servings are perfect for easy Grab & Go snacks or easily customized into a decadent plated dessert.

Pillsbury™ Thaw & Serve Brownies

- Rich, premium brownies with decadent, molten centers and drizzled topping
- Filled inside stays gooey and delicious without heating; or serve warm for extra indulgence
- Individually portioned thaw & serve, low labor solution
- Craft liners offer back of house ease and a “made in house” appearance

Tip

Add whipped cream, strawberry slices & a sprig of mint to a chocolate brownie for easy elevation for a catering or grab & go dessert.



Brownie Portfolio

Baked, Sheeted	Baked, Individually Portioned
<p data-bbox="380 296 594 323">10721582630030</p> <p data-bbox="337 352 636 411">Pillsbury™ Baked Brownie Full Sheet Deluxe 9.5 lb</p>	<p data-bbox="867 264 938 291">NEW!</p> <p data-bbox="1032 296 1237 323">10721582122672</p> <p data-bbox="883 352 1386 411">Pillsbury Thaw and Serve Molten Chocolate Ganache Drizzled Brownie 2.5oz</p>
<p data-bbox="380 485 594 512">10721582630092</p> <p data-bbox="337 541 636 600">Pillsbury™ Baked Brownie Half Sheet Deluxe 3.46 lb</p>	<p data-bbox="867 453 938 480">NEW!</p> <p data-bbox="1032 485 1237 512">10721582122696</p> <p data-bbox="909 541 1360 600">Pillsbury Thaw and Serve Molten Caramel Drizzled Brownie 2.5oz</p>



Perfect for easy Grab & Go, plated desserts, coffee shops & catering!

For more inspiration, www.generalmillscf.com



Three layers of Individually Wrapped Indulgence

Indulgence to-go has never been easier! Pillsbury™ Individually Wrapped Triple Layer bars have three decadent layers of deliciousness, safely wrapped and sealed. These indulgent dessert bars are versatile enough to work across operating models – from cafeterias and coffee shops to catering menus – anywhere Grab & Go is served.

- Decadent layers – triple layers create premium visual appeal and drive craveability.
- Individually Wrapped bars meet consumer needs for safety and Grab & Go.
- Thaw & Serve, no labor solution
- Versatile across service models

Tip

In retail environments, merchandise near registers to drive impulse purchases.



Dessert Bars Portfolio

Individually Wrapped

NEW!

10721582124195

Pillsbury™ Individually Wrapped Triple Layer Bar Cookie Caramel Brownie 2.5oz

NEW!

10721582124218

Pillsbury™ Individually Wrapped Triple Layer Bar S'mores 2.5oz



For more inspiration, visit www.generalmillscf.com



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