



# INTRODUCING PILLSBURY™ PROFESSIONAL MIXES



## MIXES IN THE CATEGORIES OPERATORS WANT

Cakes, muffins, and brownies have been identified among operators as the most important baked goods where mix format is dominant,<sup>1</sup> while pancakes are a top consumer favorite when eating out for breakfast.<sup>2</sup> Use Pillsbury™ Professional Mixes to delight your customers and provide your operation with back-of-house ease!

## CAKE AND BROWNIE MIXES

- Tolerant and versatile products
- Easy to offer more variety to customers with add-ins and alternate preparations
- Increases sales through differentiated impulse items

## MUFFIN MIXES

- Simple just-add-water formulas and easy prep deliver on top two operator needs: **Consistency** and **back-of-house ease** for any level of labor
- The perfect base for sweet or savory applications

## PANCAKE MIXES

- A great way to start off each day by driving sales via reasonably priced and easily customized product offerings
- Tolerant and consistent formulations for great product performance

## THE COMMERCIAL OPERATOR'S BAKING MIX SOLUTION

- ✓ High-quality finished products
- ✓ From Pillsbury™, a trusted bakery & mix foodservice brand
- ✓ Operator-focused product design
- ✓ Competitively priced



<sup>1</sup>How important are the following items to your overall menu strategy? Top 2 Box % - NPQ SupplyTrack, 12 months ending Feb 2018 (+ Biscuits 12 months ending June 2017), \$ volume; 2NPD

<sup>2</sup>Away From Home Bakery Products Report, December 2016

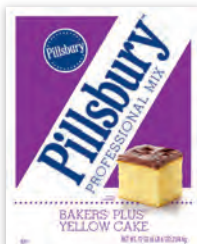
# Bring in the *best mixes* with Pillsbury™



|                     |  |
|---------------------|--|
| PRODUCT DESCRIPTION | Pillsbury™ Bakers' Plus™ Devil's Food Cake Mix |
| PACKAGE SIZE        | 6/4.5 lbs                                      |
| UPC CODE            | 100-18000-11389-4                              |
| DISTRIBUTOR CODE    |  |



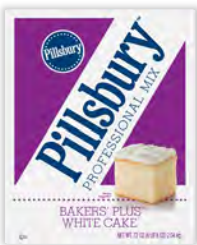
|                     |                               |
|---------------------|-------------------------------|
| PRODUCT DESCRIPTION | Pillsbury™ Variety Muffin Mix |
| PACKAGE SIZE        | 6/5 lbs                       |
| UPC CODE            | 100-18000-11387-0             |
| DISTRIBUTOR CODE    |                               |



|                     |  |
|---------------------|--|
| PRODUCT DESCRIPTION | Pillsbury™ Bakers' Plus™ Yellow Cake Mix |
| PACKAGE SIZE        | 6/4.5 lbs                                |
| UPC CODE            | 100-18000-11391-7                        |
| DISTRIBUTOR CODE    |  |



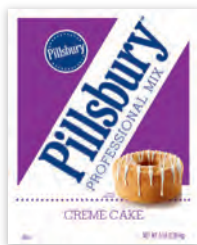
|                     |                            |
|---------------------|----------------------------|
| PRODUCT DESCRIPTION | Pillsbury™ Corn Muffin Mix |
| PACKAGE SIZE        | 6/5 lbs                    |
| UPC CODE            | 100-18000-11379-5          |
| DISTRIBUTOR CODE    |                            |



|                     |   |
|---------------------|---|
| PRODUCT DESCRIPTION | Pillsbury™ Bakers' Plus™ White Cake Mix |
| PACKAGE SIZE        | 6/4.5 lbs                               |
| UPC CODE            | 100-18000-11762-8                       |
| DISTRIBUTOR CODE    |   |



|                     |                                   |
|---------------------|-----------------------------------|
| PRODUCT DESCRIPTION | Pillsbury™ Buttermilk Pancake Mix |
| PACKAGE SIZE        | 6/5 lbs                           |
| UPC CODE            | 100-18000-11392-4                 |
| DISTRIBUTOR CODE    |                                   |



|                     |                           |
|---------------------|---------------------------|
| PRODUCT DESCRIPTION | Pillsbury™ Creme Cake Mix |
| PACKAGE SIZE        | 6/5 lbs                   |
| UPC CODE            | 100-18000-11386-3         |
| DISTRIBUTOR CODE    |                           |



|                     |                              |
|---------------------|------------------------------|
| PRODUCT DESCRIPTION | Pillsbury™ Sweet Pancake Mix |
| PACKAGE SIZE        | 6/5 lbs                      |
| UPC CODE            | 100-18000-11388-7            |
| DISTRIBUTOR CODE    |                              |



|                     |  |
|---------------------|--|
| PRODUCT DESCRIPTION | Pillsbury™ Bakers' Plus™ Premium Brownie Mix |
| PACKAGE SIZE        | 6/6 lbs                                      |
| UPC CODE            | 100-18000-11393-1                            |
| DISTRIBUTOR CODE    |  |



Cheerios



NATURE VALLEY



generalmillscf.com  
1-800-243-5687