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GOLD MEDAL® BAKING MIXES HELP OPERATORS MAKE MORE WITH LESS

***PROFIT BUILDING TIPS AND RECIPES NOW AVAILABLE IN BENCHSIDE
COOKBOOK FROM GENERAL MILLS FOODSERVICE***

MINNEAPOLIS (Sept. 29, 2008) – Baked goods and desserts can be a large and profitable part of any foodservice operation. To help operators offer the variety that patrons want while simplifying the back of house, General Mills Foodservice is now offering the new Gold Medal® “Make More With Less” cookbook. Developed by General Mills Foodservice’s leading pastry chefs and bakers, “Make More With Less” provides operators an exciting range of profit building ideas using only 10 Gold Medal baking mixes and ready-to-serve icing.

Designed to sit on the bench, “Make More With Less” features more than 50 recipes and photos that showcase the versatility of Gold Medal baking mix to create desserts, muffins, quick breads, bars, and more such as Nutty Buddy Cakes, Black Forest Variety Muffins, Chocolate Espresso Krunch Cake, Cool Mint Chocolate Crumble Bars, Blue Cheese Walnut Biscuits and Tiramisu Quick Bread. The cookbook also includes simple and effective decorating and finishing tips to transform ordinary desserts into sensational menu concepts.

The innovative new cookbook also offers business building solutions – such as merchandising and packaging tips, menu ideas, and brand building tools – to help operators increase their margins and encourage impulse purchases.

“Consistently good food and variety are central to the success of foodservice operations. However, operators also have to create a positive experience for their patrons,” said Paula LaBine, associate channel manager, General Mills Foodservice. “With more than a century of baking expertise, operators can count on Gold Medal

baking mixes to not only help their bottom line, but also help offer the variety that patrons demand.”

Gold Medal baking mixes are amazingly versatile, allowing operators to differentiate themselves from the competition with signature offerings. For more than a century, Gold Medal has delivered high-quality products that provide consistent results time after time regardless of who is baking. Each box is uniquely formulated to be tolerant of baking and mixing variability to help foodservice operators reduce waste and keep patrons satisfied. With little effort, baked goods taste scratch-made.

Operators can obtain a “Make More With Less” cookbook through a special Gold Medal baking mix rebate, now available from www.generalmillsfoodservice.com, or by contacting their General Mills Foodservice sales representative.

About General Mills Foodservice

General Mills Foodservice sells a wide array of high-quality products to operators in the foodservice and restaurant channels, delivering consistent quality and proven performance through its branded products including Cheerios®, Yoplait® yogurt, Nature Valley® granola bars, Gold Medal® baking mixes, Pillsbury® biscuits and other sweet goods. The division generates more than \$1.8 billion in annual sales.

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