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MENU BISCUITS DURING PILLSBURY® BISCUITFEST™ AND WIN A TRIP TO THE CMA AWARDS

New BiscuitFest™ promotion from General Mills Foodservice Helps Restaurants Celebrate National Biscuit Month

MINNEAPOLIS (July 13, 2010) – Restaurants can celebrate national biscuit month this September by bringing the excitement of country music and the CMA Awards to their operations with the new Pillsbury® BiscuitFest™ event from General Mills Foodservice. Between August 1 and October 31, participating restaurant operators and their patrons could win a grand prize VIP trip for two to the CMA Awards and other great country music prizes.

To help restaurant operators create their BiscuitFest™ event, General Mills Foodservice has created a BiscuitFest™ promotional toolkit, which includes a BiscuitFest™ recipe book featuring a variety of recipes for breakfast, lunch and snacks, and 50 BiscuitFest™ table tents announcing the BiscuitFest™ patron sweepstakes. Patrons can go online to www.biscuitfestvip.com and register for a chance to win a VIP trip for two to the CMA Awards or one of 100 autographed Danny Gokey *My Best Days* albums, the country music artist spokesperson for BiscuitFest™.

To be eligible to win the grand prize VIP trip, operators must participate in the BiscuitFest™ promotion and feature a daily special menu item using biscuits. Operators must email or fax proof of participation by sending their daily special menu insert or a photo of their daily special menu board featuring a biscuit item to Pillsbury.BiscuitFest@genmills.com or 1-800-235-2715, between August 1 and October 31, 2010. Winners will be notified on or around November 1, 2010.

“Operators can count on the flavor and quality they already trust with Pillsbury to deliver delicious new daily specials that are sure to be an instant hit with patrons and win a trip to the CMA Awards in the process,” said Tessa Lee, associate marketing manager, General Mills Foodservice.

Feature Biscuits as a Daily Special

Daily specials have become increasingly more important in driving traffic. According to a 2009 NPD Group Crest Report, daily specials drive 15 percent of traffic. With biscuits a staple on menus across the United States (2.5 billion biscuits are served in restaurants each year¹), they make the perfect item to feature as a daily special.

“Pillsbury frozen biscuit dough is one of the most versatile and consistent items a restaurant can carry,” said Lee. “Operators can create sweet or savory menu items, or add a twist to established favorites that can be featured every day.”

Operators depend on Pillsbury[®] frozen biscuit dough to deliver the warm, crispy on-the-outside and fluffy on-the-inside biscuits that keep patrons coming back.

Pillsbury biscuits can also be used in fun new ways to create exciting new menu items. From hot breakfast sandwiches, strata and quiche to Italian biscuit wraps, biscuit vegetable pie and fruit shortcake, the possibilities are endless. Operators can visit www.generalmillsfoodservice.com to find these and other exciting biscuit recipes from General Mills Foodservice.

For more information about the BiscuitFest[™] promotion, operators can contact their General Mills Foodservice sales representative or visit www.generalmillsfoodservice.com.

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 generated more than \$2 billion in annual sales.

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¹NPD Group Crest Report 12 Months ending September 2009. Restaurants include both commercial and non-commercial restaurants.