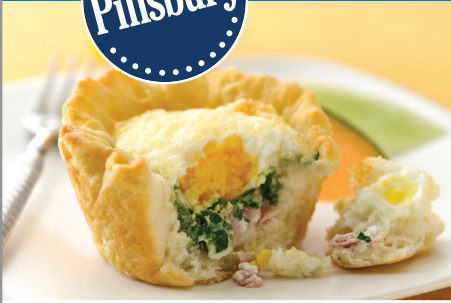


BISCUITS 101



BISCUITS ARE POPULAR AND PROFITABLE

- 2.8 billion biscuits are served in restaurants each year – more than toast or English Muffins combined¹
- Biscuits are as profitable, or even more profitable, than other breakfast items²
- Biscuit sandwiches are the most popular type of breakfast sandwich ordered³
- Can be used for a variety of menu applications

PILLSBURY™ DELIVERS THE DELIGHT OF HOMEMADE

- **Superior Quality and Consistency:** Same great product from case to case, minimal waste
- **Flavor:** Light and buttery – perfect for both sweet and savory dishes
- **Texture:** Moist, tender inside with a golden brown crust
- **Appearance:** Uneven top looks like it was made from scratch
- **Tolerant:** Easy to handle and excellent holding quality

WHAT BISCUIT IS RIGHT FOR YOU?

- STYLE**
- **Southern Style:** Light and fluffy with a buttery flavor. Great for both sweet and savory uses
 - **Buttermilk:** Made with more buttermilk for a richer and creamier flavor
 - **Easy Split™:** Easy to separate for sandwich applications. No knife necessary!
- SIZE**
- **<2 oz:** Perfect for buffets and breadbaskets
 - **2-4 oz:** Most popular size – highly versatile
 - **>4 oz:** When bigger is better! Great for sandwiches or biscuits & gravy

BISCUIT FORMATS: LABOR VERSUS COST



	Mix	Frozen Dough	Fully Baked
Features	<ul style="list-style-type: none"> • Greater convenience and consistency vs. true scratch • Low cost convenience that's easily customizable • May be made with water, milk or buttermilk 	<ul style="list-style-type: none"> • Simplifies back-of-house • Minimal labor required • Reduces waste • Foolproof – no right or wrong way to put in the pan 	<ul style="list-style-type: none"> • Moist, tender texture and golden brown crust • Easy prep – just thaw, heat and serve • Superior holding ability and high tolerance • Bakeable tray simplifies storage, staging and prep
Benefits	<ul style="list-style-type: none"> • Less skilled labor can successfully prepare • Allows for creation of signature items such as sticks, drop biscuits, flatbreads – all from 1 mix • Doesn't use up valuable freezer space 	<ul style="list-style-type: none"> • No thawing needed – bake straight from freezer to oven • Greater consistency in size and shape vs. scratch or mix • Highly versatile and easy to use across dayparts and menu opportunities 	<ul style="list-style-type: none"> • Fast and virtually labor free • Minimizes waste • Highly tolerant – once baked, can be held in warmer for up to 2 hours

¹NPD CREST, year ending January 2018

²Biscuit Menuing Study Small Chain and Independent Restaurants; March 2011; N = 300

³NPD CREST YE March 2016

Bring in the *best biscuits* with Pillsbury™

TOP PILLSBURY™ UNBAKED BISCUITS:



PRODUCT DESCRIPTION	CASE/PACK	CODE

TOP PILLSBURY™ BAKED BISCUITS:



PRODUCT DESCRIPTION	CASE/PACK	CODE

FOUR POPULAR BISCUIT APPLICATIONS:

1. Biscuits & Gravy



Comfort Food with Comfortable Profits

Biscuits and gravy are a profitable menu item with low cost of ingredients. Diners are willing to pay more thanks to elevated perception of the dish.

2. Biscuit Sandwich



Totally Easy and Totally Hot

Biscuit Sandwiches are hot right now! At breakfast, biscuit sandwiches remain the most popular type of sandwich, according to a 2016 study.¹ Beyond breakfast, biscuits are perfect for sandwiches and burgers as well.

3. Breadbasket



A Step Above the Everyday Breadbasket

Biscuits are a perfect way to elevate your breadbasket. At restaurants, servings of biscuits grew across all uses throughout the day in 2016, up 9% to over 2.7 billion servings.¹ Include biscuits in your breadbasket to make a good first impression with patrons!

4. As a side



A Side That's Front and Center

Biscuits are a delicious and easy side item. Offer them with soups, salads, proteins, fruits, yogurt and so much more. Biscuit-pairing possibilities are endless and their plate-appeal is undeniable.

Additional support:

¹NPD Group/Crest YE March 2016



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1-800-243-5687