



Coffee Shop Inspiration Manager's Guide



- Drive all day traffic across your operation with concepts from coffee shops.
- Elevate your offerings with fresh baked goods and promotion ideas from General Mills.

Why coffee shop concepts?

- ✓ Coffee shops are capturing morning traffic.
- ✓ Major coffee chains are leading QSR traffic growth by capitalizing on morning meal and snacking away from home.¹
- ✓ You can incorporate the core concepts of coffee shop to elevate your offerings to improve satisfaction, drive traffic, and increase your revenue.
- ✓ Coffee shop concepts can be used in areas across your operation; in your cafeteria and retail locations.

What consumers are looking for:

Beyond high-quality coffee, baked goods are a great way to draw in consumers and build your check average.

Freshness



- ✓ Overt communication of 'Baked Fresh Here' or 'Baked Fresh Onsite'
- ✓ Fresh baked aroma at the moment of ordering
- ✓ Warmth of fresh baked goods when received
- ✓ Transparent or earthy tone/feel packaging

Marketing Tactics

<p>Cross-sell</p> <p>Buy 1</p> <p>Get Free</p>	<p>Ongoing variety & news</p>
<p>Trial Drivers</p>	<p>Attributes consumers are seeking</p>

High Quality Items

Coffee shops are predominantly visited for breakfast and snacking needs, therefore your offerings should satisfy these occasions.



Breakfast sandwich is the top growing item.¹



Sweet bakery items



Savory Items

1. NPD GMI Commercial Topline – SON'17.

Products consumers are looking for:

Must Haves: Most popular items among consumers

Sandwich – Breakfast & Daypart Crossing Option – Pesto Chicken, Turkey Swiss, Muffin (Blueberry & Chocolate), Cookie (Chocolate Chip & Oatmeal Raisin).

60%
of total
product
offerings

Nice to Haves: Add-on items to round out offerings

Cheese Danish, Croissant (Plain & Chocolate), Cinnamon Roll, Bagels (Plain & Everything), Scones (Blueberry), Loaf Bread (Banana Nut and Chocolate).

30%
of total
product
offerings

Signature Items: Bring differentiation to your operation

Use our recipes to elevate your baked goods.

10%
of total
product
offerings

General Mills has a portfolio of high-quality fresh baked goods to meet your needs and drive revenue.



Brands you can trust, known for:



From mixes to baked goods, our products are high-quality and handle well back of house. General Mills products are known for:

- Versatility
- Consistency
- Tolerance



All of our muffins, scones and cinnamon rolls are made with no artificial flavors and no colors from artificial sources.

80% of operators say they are interested in clean label baked goods.²



Our baked goods consistently deliver on the attributes consumers are seeking:

- Taste
- Texture
- Appearance

Our product solutions for fresh baking available on site

We offer a complete portfolio of delicious products that promote the quality and taste you and your customers crave.

Cold & Warm Sandwiches



Pillsbury Biscuit Sandwich



Pillsbury Baked & Unbaked Croissants



Pillsbury Breads: Panini, Ciabatta and French

Sweet Bakery



Muffins
(Mix, Pails, Tubeset, and Place & Bake)



Scones



Cinnamon Rolls



Puff Pastry & Pie Dough

Signature Items: Create excitement with recipe variations
For inspiration visit generalmillscf.com



Our product solutions that don't require baking



We offer thaw & serve product solutions that are easy for anyone to serve.

Cold & Warm Sandwiches



Pillsbury Baked Biscuits



Pillsbury Baked Croissants

Pillsbury Breads



Panini Bread



Ciabatta Bread






















French Bread

Products requiring no on-site baking

	Product Name		Product Code	Case Count	
	Baked Biscuits	EZ Split Golden Buttermilk 2.85 oz EZ Split Southern Style 3.4 oz EZ Split Southern Style 2.85 oz		106237000	75/2.85 oz
				132499000	60/3.4 oz
				110532000	75/2.85 oz
	Breads	Ciabatta French Panini	  	137738000	96/1.8 oz
				110174000	96/1.8 oz
				137737000	192/.82 oz
	Baked Croissants	Plain Pinched Sliced 2.5 oz Butter Pinched Sliced 2.5 oz Butter Curved 3 oz		132103000	64/2.5 oz
				132109000	64/2.5 oz
				132107000	48/3 oz

Products to bake fresh on-site

	Product Name		Product Code	Case Count	
	Unbaked Biscuits	EZ Split Southern Style 3.17 oz EZ Split Southern Style 2.2 oz EZ Split Southern Style 2.51 oz	  	106249000	168/3.17 oz
				132391000	120/2.2 oz
				110752000	216/2.51 oz
	Unbaked Croissants	All Butter Pinched 3.75 oz All Butter Pinched 2.75 oz	 	132113000	96/3.75 oz
				132114000	120/2.75 oz
	Muffins	TubeSet™ Muffin Batter Blueberry TubeSet™ Muffin Batter Chocolate Chocolate Chip 3 lb Variety Muffin Mix	  	108026000	6/3 lb
				208011000	6/3 lb
				11564000	6/5 lb
	Cinnamon Roll	Supreme PNB 1.5 oz Twist 4.25 oz Twirl 5 oz	  	205357000	200/1.5 oz
				205385000	54/4.25 oz
				106226000	100/5 oz
	Scones	Fruit Variety Pack (White Chunk Rasp, Apple Cinnamon, Blueberry)		108135000	96/3.75 oz

 Whole Grain
 Free of artificial flavors and colors from artificial sources



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