

foodservice

INSIGHTER

BROUGHT TO YOU BY PILLSBURY™ PROFESSIONAL

Spring Forward

FRESH IDEAS TO GET
YOU GROWING AGAIN

WELCOME BACK

to spring brunch

BAKED GOODS

mean business

EMBRACE

+ EVOLVE



General Mills
Convenience
& Foodservice



Spring Forward

The past 365 days changed the life of just about every foodservice operator. Many of you found a way to tread water in spite of lost revenues and tight margins. Too many had to say goodbye to a job or a business venture.

Bright spots were hard to come by this winter. But now the days are getting longer, and there's optimism that things are about to turn around for restaurants and foodservice operations everywhere.

That's right—*spring has sprung.*

So to everyone in foodservice eager for a fresh start, we're here to help you embrace a new season, adapt to new customer behaviors, navigate local regulations and serve up delicious food you can be proud of.

Brunch Charcuterie featured in Welcome Back to Spring Brunch pg. 9-11



In this issue

You'll learn how all-day breakfast can add excitement and drive profits, as well as discover the many ways that restaurants are adopting new tactics to help navigate modern times.

You'll also find out how to excite your customers with flexible spring brunch ideas that were worth waiting a year for!

Happy spring, everyone. Let's get baking.

DOWNLOAD THE DIGITAL EDITION

Scan QR codes throughout the issue to access bonus content.



Sprouting TRENDS

What dishes and flavors should you consider this spring?

As you're assembling the entrées, snacks and other dishes that will pique the interest of your patrons this spring, check out our list of emerging trends that you can put to use this season and beyond.



SUPER INGREDIENTS MEET COMFORT FOODS

After a year spent indulging in comfort foods, many people are looking to add a healthy ingredient to the mix. Over half of consumers said they want to find immune-boosting ingredients at every place they go out to eat. 48% say they want to find them in everything they eat, including foods you wouldn't expect to find them, like burgers, burritos and pizza.²



LET'S BREW IT

What's better than a hot mug of coffee? If you ask many consumers, they'd say a refreshing cold brew. Its high caffeine content and soda-like experience have made it take off over the past 4 years, growing 247% on menus.¹



TOAST OF THE TOWN

Once seen as a delicacy of hipster coffee shops, avocado toast has made a gigantic leap in popularity. In just 4 years, there's been 777% growth on U.S. menus, including a 32% increase in 2020.¹ For a more to-go friendly "toast", try using Pillsbury™ Biscuits.

Need some inspiration on how to dish up these trends? Turn the page to discover three recipes developed by our team of food experts.

¹FoodBytes Trendspotting 500th Issue – Datassentials November 2020

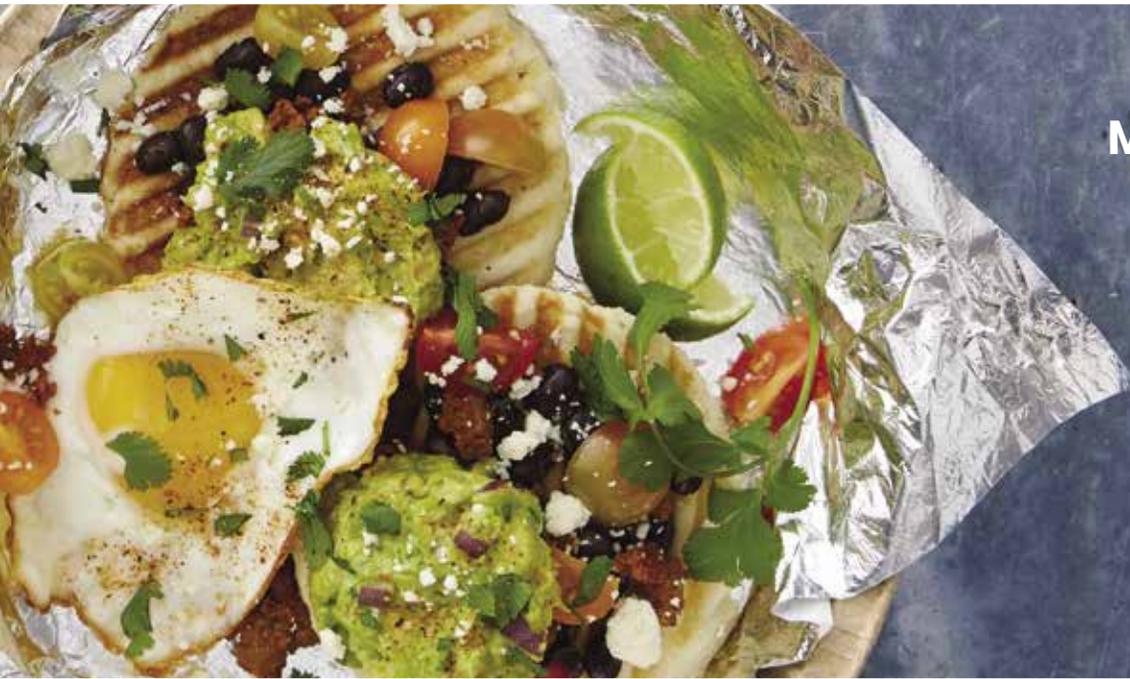
²FoodBytes 2021 Trends – Datassentials December 2020

Cold Brew Chocolate Chip Muffins

Give your customers a pick-me-up and sweet fix all-in-one when you add a shot of cold brew coffee to these rich chocolate chip Pillsbury™ Muffins.



Get the recipe!



Mexican Biscuit Avocado Toast

Try a new twist on a popular dish! Pressed biscuit dough instantly becomes the canvas for avocado toast with a Mexican flair.

Get the recipe!



Braised Beet & Citrus Puff Pastry Flatbread

Simply-braised beets with whipped goat cheese, winter citrus, prosciutto and arugula built on Pillsbury™ Puff Pastry is a delicious combination.



Get the recipe!

Embrace + Evolve

Which 2020 restaurant practices should be a part of your 2021—and beyond

Since March of 2020, the idea of what a restaurant is and where it does business has been constantly changing. The pandemic forced operations to adopt new service models, online ordering tactics and enhanced sanitation practices to stay afloat—and many of these are on track to be a permanent part of how restaurants do business.

If you've been using these strategies, now's the time to EVOLVE and ensure that any changes you've made so far aren't just stopgaps, but lasting parts of your business. And if some aren't a part of your repertoire yet, it's not too late to EMBRACE them going forward to meet the demands of a new era for foodservice.

SAFETY FIRST

89% of consumers surveyed by Technomic said that seeing employees frequently clean surfaces makes them feel safer.¹ Even in a post-pandemic world, strict sanitization should still be a part of your operation. That's why General Mills Foodservice has partnered with Gordon Food Service to promote Trust20, helping to create safer restaurants and increase consumer confidence in dining out. Join the movement at [Trust20.co](https://www.trust20.co).

"Our Trust20 certified restaurants have really stood apart from their peers, providing peace of mind to both diners and employees. With certification there is no second guessing. Diners know you care...and make their dining decision accordingly."

NICK FLOREK
General Manager, Trust20



Brunch Salad with Taco Croutons



BETTER OFF-PREMISE ORDERING FOR YOUR CUSTOMERS

Digital ordering—up 134%² since the start of the pandemic—and other vehicles for takeout and delivery are here for the long haul, and it’s important to try and give these customers an experience just like you would for on-premise diners. Little things can go a long way:

Make a good first impression with stellar, up-to-date photography and detailed descriptions on your menu.

Spread some warmth by leaving notes in your takeout bags that replicate the friendliness of a conversation with front-of-house staff.

Stay on the line. Many off-premise customers still prefer to speak to someone when ordering. Be sure to have dedicated staff to field these calls and even add a second line if necessary.

KEEP PLAYING THE HAND YOU’RE DEALT

We’d all like to fast forward to when on-premise dining is booming again. However, even with loosened restrictions, many consumers will still stick to the eating habits they developed in 2020 (off-premise sales are expected to be 28% of total sales in 2021³). Staying agile will help guide you—just as it did last year—as state mandates and consumer behaviors determine which revenue streams you adapt.

Keep your customers in the loop by posting a “How You Can Dine with Us” post on social media every Monday. Which days are you open this week? Is outdoor dining available? Are those meal kits you once offered still an option?



OPERATION SUCCESS

A mother-daughter duo made up for lost restaurant sales by starting a late-night ghost kitchen called Nikki’s Snack Dispatch. Scan to see how they struck a chord with college students and their restaurant regulars.

GET GHOSTING

COVID-19 has had a disproportionate impact on independent restaurant operators. And many have responded by starting ghost kitchens—a foodservice model that’s delivery only, so there’s no in-person interaction with the consumer. There are a variety of ways to use this model, but oftentimes it leverages the kitchen facility of another operation. According to Technomic, sales via ghost restaurants in the U.S. will rise by 25% each year for the next 5 years.⁴



Considering ghost kitchens and wondering if they're right for you? Here are some ways that operators are finding success:

Sub-branding. Have excess capacity in your kitchen? Consider expanding into a new daypart, or trying a different cuisine type under a new moniker (like *It's Just Wings* by *Chili's*).

Sharing is caring. Many restaurants moved to or developed as a ghost kitchen-exclusive model because of COVID-19, where they operate in a co-working kitchen next to a variety of other ghost restaurants. The resulting lower rent price tag helps add to the cost benefits.

PIZZA PARTY KIT

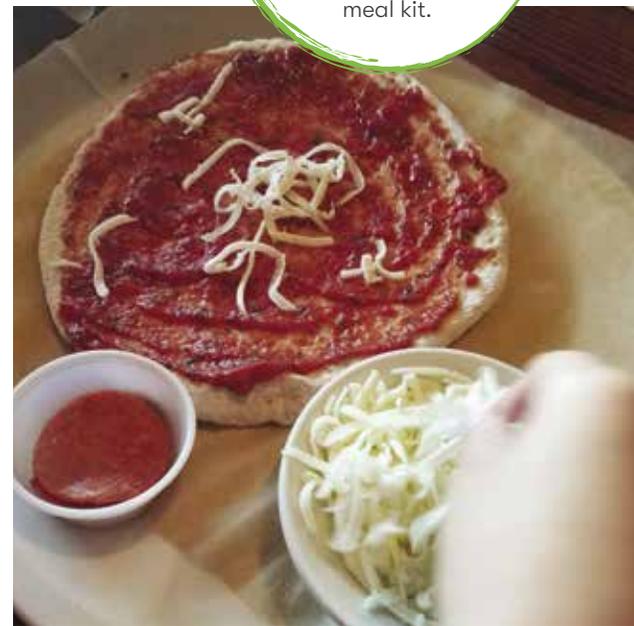
Package up dough, shredded cheese and a variety of toppings to create an easy personal pizza meal kit.

CONTENT IS KING

Now more than ever, restaurants are expanding beyond their four walls. Loyal consumers now want to build meaningful online connections. Gen Z, for instance, views "digital storytelling" as an essential part of their restaurant experience.⁵ The sky's the limit on how you can bring this to life, but here are a few ways to get started:

Get face-to-face... on Instagram Live that is. Interact with your audience by having different restaurant employees hop on a live video to field questions.

Turn meal kits into cooking classes. Send customers a box of ingredients and teach them how to prepare a dish live over Zoom or with a pre-recorded video posted privately on YouTube.



***What strategies are a part of your 2021 so far?
Reach out to us on Instagram @GeneralMillsCF to share how your
restaurant has adapted in these constantly changing times.***

¹Technomic, November 2020 Operator Survey and Barclay's December 2020 Future of Cleaning Report

²The NPD Group/CREST® Total Restaurants, OND'20 vs. OND'19

³Cleveland Research Company, *Independent Restaurants: Outlook & Strategies in the Post-COVID world*

⁴Restaurant Business: *Ghost Kitchens Gain Traction*, Nov 2019 -US

⁵Technomic, "What to Watch in Foodservice: 2021"



Congratulations!

2020 Neighborhood to Nation Recipe Contest Winners

Black Magnolia Southern Patisserie

GREENSBORO, NC

Bourbon Banoffee Pecan Rolls

Brown Butter Southern Kitchen Bar

NEW ORLEANS, LA

Nashville Hot Chicken & Waffle

Corner Café

ORANGE, MA

Maple Brownie Cakes with Candied Bacon

Coyote Moon Grille and Lounge

ST. CLOUD, MN

*Southern Fried Chicken Sandwich
with Raspberry Chipotle Sauce*

Daisy's Lunchbox

SEARCY, AR

Peach Praline Galettes

Danutella's Corner

REGO PARK, NY

Mushroom Latke Burger

Elite Sweets by Nicole

TATAMY, PA

Mulled Cider Muffins

Huya Craft Coffee

YOUNGSVILLE, LA

Boudin Pastry Tarts

Jennings & Co.

WISCONSIN RAPIDS, WI

Slip "Sliders" Away

Jetties Bagels

IPSWICH, MA

Mulled Apple Cider Bagels

Madigan's Pub and Grill

MAPLE LAKE, MN

Ragin' Cajun Pizza

My Favorite Things Food Truck

JEFFERSONVILLE, VT

Caramel Topped Pumpkin Cheesecake Brownie

Nutcracker Family Restaurant

PATASKALA, OH

"King of Rock & Roll" Ice Cream Cake

Southerleigh Fine Food and Brewery

SAN ANTONIO, TX

*Fried Pork Cheddar Sammie
with Apple Caramel*

Southerleigh Haute South

SAN ANTONIO, TX

*Jalapeño Cheddar Holes
with Charred Sweet Scallion butter*

Sugar Rush Baking Company

SUMMIT, MS

Berry Chantilly Napoleons

The Little Farmer

MALONE, WI

Pumpkin Snickerdoodles

Union Straw

FOXBOROUGH, MA

Honey Hot Buttermilk Biscuit Slider

Upper West

SANTA MONICA, CA

*Slow & Low Braised Pork Curried Crepes
with Mango Salsa*

Victoria's Sugar Shack

KINGMAN, AZ

Sugar Shack Coffee Cake



Welcome back

TO SPRING BRUNCH

On- and off-premise, spring brunch is blooming again: a time-honored weekend tradition where food lovers emerge from the semi-hibernation of winter to enjoy the bright flavors of a new season. Whether it's for a special holiday like Easter, to celebrate an occasion like Mother's Day or to simply enjoy a leisurely meal with pals, spring and brunch go hand in hand.

French toast and mimosas were essentially cancelled in the spring of 2020. That's why, in 2021, it's time to safely give a "welcome back" party to this beloved eating occasion.

Let's address the obvious, though. Dining restrictions currently vary state-to-state, and foodservice pros like you are continuing to stay agile and adapt to constantly changing local laws and consumer behaviors.

But don't worry: wherever you're at on your journey, we've got you covered with versatile dishes along with solutions that will ensure your patrons know their safety is top of mind.

BLUEBERRY CRUMB CINNAMON ROLL COFFEE CAKE

*Featuring Pillsbury™ Place & Bake™ Cinnamon Roll
Supreme Freezer-to-Oven, 1.5 oz (05357)*

An irresistible treat topped with blueberries and a sweet streusel topping.



◀ ITALIAN EGG TART

Featuring Pillsbury's Best™ Puff Pastry Dough Squares (05125)

Eggs and Italian seasoning help form this upscale twist on a breakfast sandwich.

TAKEOUT-READY

Package up several tarts in sleeves and box 'em up with fresh fruit and coffee for mouthwatering brunch a group of friends can enjoy.

BRUNCH CHARCUTERIE!

Flip up a classic charcuterie board with a fun brunch theme by replacing meats and cheeses with breakfast staples! Serve at your establishment or put out a call for to-go pre-orders a week in advance on social media for group and individual-sized boards.

BLOODY MARY FLATBREAD PIZZAS ▶

Featuring Pillsbury™ Southern Style Frozen Dough Biscuit, 2.2 oz (06252)

Classic Bloody Mary ingredients come together for a savory biscuit dough pizza! This dish also works great deconstructed for take & bake.

MAKE IT FAMILY-STYLE!

For entrees and desserts, offer a large, family-style portion that people can bring to home get-togethers!

Box up with packs of compostable silverware so your customers can open and dig in.

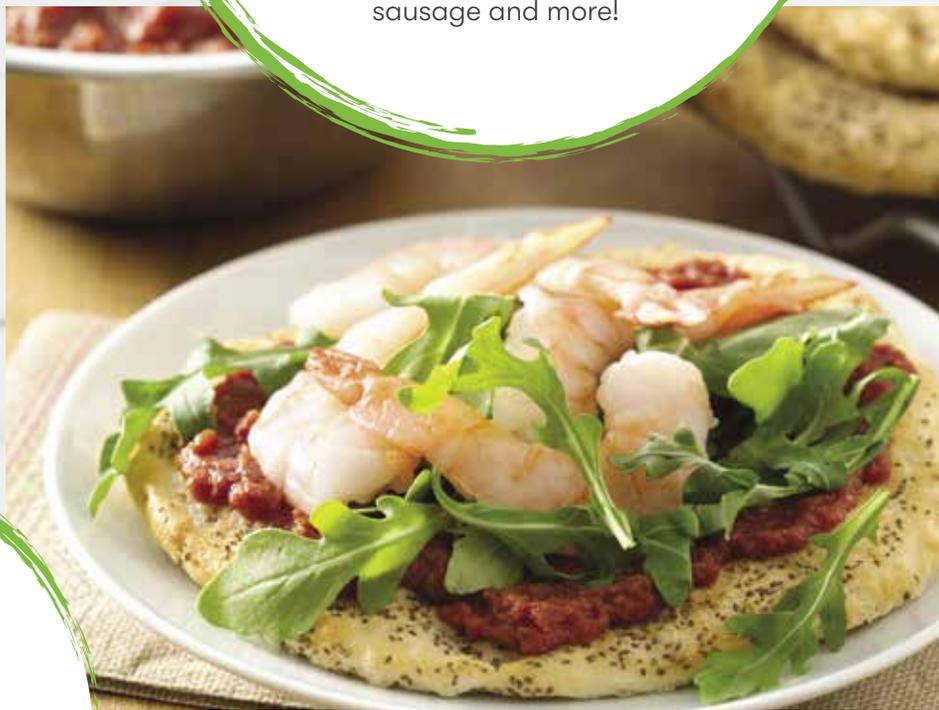
BISCUIT PULL-APART BREAD ▶

Featuring Pillsbury™ Southern Style Frozen Dough Biscuit, 2.2 oz (06252)

Quartered, cinnamon sugar-coated biscuits baked with raisins, walnuts and a caramely topping.

BLOODY MARY (PIZZA) BAR!

Offer a build-your-own experience in a safe, fast-casual format, with staff taking requests and making each customer's pizza behind a plastic barrier. Have pre-made crusts along with the recipe ingredients and other garnishes like olives, pickle spears, sausage and more!





Johnny Cakes with Bacon, Corn and Maple Drizzle

Menu

SPRING CLEANING

4 ways to freshen up your menu

Out with the old, in with the new. Not only is it a great time to clean house and refresh parts of your menu for a new season, it's time to adopt ideas that help you remain steady and control costs during a constantly changing foodservice landscape.

One thing on many operators' minds is menu simplification. 60% of independent restaurant owners plan to streamline their menus¹, and a lean one makes great business sense. Not only does it limit the number of ingredients you buy, it creates efficiencies with your kitchen staff and so much more. However, you still want to offer enough variety and excitement to keep customers coming back.

As you're deciding what stays and what goes for your fresh new offerings, consider these tips for creating a slim menu that's built to meet the demands of a new future for restaurants.

1

LEAN ON VERSATILITY

"Something versatile so I have fewer ingredients or less inventory back of house."

That's the number one desired innovation for back-of-house staff.² The right ingredient should be such a team player that it can transform to be a part of all kinds of dishes for your trimmed down menu. For example, Corn Muffin Batter isn't just for baking delicious BBQ side breads—it's a great way to create Johnny cakes and waffles for hearty breakfast offerings.

Pillsbury™ Biscuits are also a back-of-house gamechanger. Take this classic to new heights as:

- ▶ Pizza crust
- ▶ Naan bread
- ▶ Bao bun dough
- ▶ Salad croutons

And so much more!



Biscuit Naan Bread



Harissa Breakfast Biscuit Sandwich

2

USE INGREDIENTS THAT LAST

With takeout sure to be an enduring part of your menu, you've got to take into consideration how well your dishes travel. For instance—a fluffy sandwich bread is nice for on-premise dining, but might be a soggy mess after a short car ride. Pillsbury™ Biscuits (like Southern style, garlic & cheddar and more) stand up to the high-moisture environments of takeout containers, making them the perfect sandwich carrier or side bread for to-go.

3

INVITE CUSTOMER INPUT

Customers will often tell you what they like by what they order off your menu. But have you considered getting their feedback before the menu's made? If you've got a great following on social media, try creating a poll and having your customers vote between two prospective dishes. If one dish gets a strong reaction, add it to the lineup and congratulate your voters on helping craft the menu!

SERVE SEASONAL SIDES

What if you could create seasonal excitement on your menu with less work? Try giving your customers something to look forward to with an easy, grab 'n go item like muffins. Switch it up every three months with tasty flavors like:

- SPRING** ▶ Churro Muffins
- SUMMER** ▶ Fiesta Corn Muffins
- FALL** ▶ Mulled Cider Muffins
- WINTER** ▶ Double Chocolate Peppermint Muffins

Celebrate Cinco De Mayo with tasty Churro Muffins!

4



¹Cleveland Research Company, *Independent Restaurants: Outlook & Strategies in the Post-COVID world*
²Technomic, "What to Watch in Foodservice: 2021"

Head to GeneralMillsCF.com for more ideas on selecting spring menu items and loads of seasonal recipes from our expert Culinary Team!

Breakfast P.M.

Discover the profit-making potential of all-day breakfast.

Want a new way to bring home the bacon? Start serving it for dinner.

Dinner kicked off 2021 as—by far—the most popular foodservice daypart (a spot long held by lunch).¹ At the same time, however, the appetite for breakfast foods is skyrocketing, with dishes like sausage, egg and cheese sandwiches, cinnamon rolls and biscuits predicted to be among the most ordered items of the year.²

People are seeking comfort foods during tough times, which may be contributing to the spike. However, this trend was gaining steam even before 2020. Denny's—a champion of serving bacon and eggs in the evening hours—was seeing growth in the area before the pandemic, with all-day breakfast growing to represent 64% of their total sales mix.³

PROFIT POTENTIAL

Beyond the popularity boost, adding all-day breakfast options to your P.M. menu makes business sense. Breakfast staples, like eggs and mixes for pancakes and waffles, are comparatively low-cost ingredients for evening entrées and snacks (like Steak & Eggs, or Smoky Caramel Rolls with bacon bits).

HOW TO STAND OUT WITH ALL-DAY BREAKFAST

Need some ideas for building a creative, round-the-clock breakfast? There are plenty of Pillsbury™ products that can serve as a solid foundation for savory P.M. meals. Here are some of our favorites that can scratch the all-day breakfast itch and travel well for takeout.



¹Datassential, *Traffic Briefing 17, January 25, 2021*

²DoorDash, *"The State of Flavor in America", Nov. 2020*

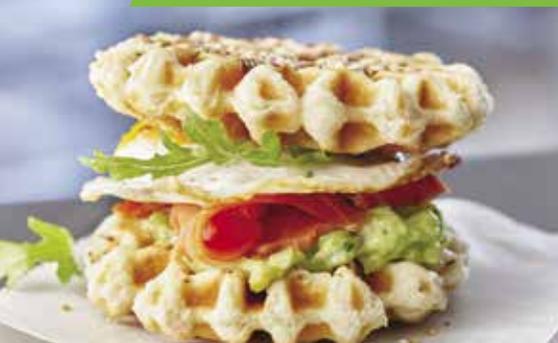
³Denny's Q4 2019 Earnings Call - Feb 11, 2020

Dinner + Breakfast = Brinner

Your customers love brunch—so why not embrace the wonders of “brinner” at your operation? Using this term in your marketing can help you build excitement around your evening offerings. Try carving out a brinner section on your menu and have front-of-house staff draw extra attention to it. Or, to start, you can promote one experimental brinner item as a limited time offer.



TURN A.M. STAPLES INTO P.M. SENSATIONS



EVERYTHING BREAKFAST WAFFLE AND SMOKED SALMON SANDWICHES

Featuring Pillsbury™ Southern Style Frozen Dough Biscuit, 2.2 oz (06252)

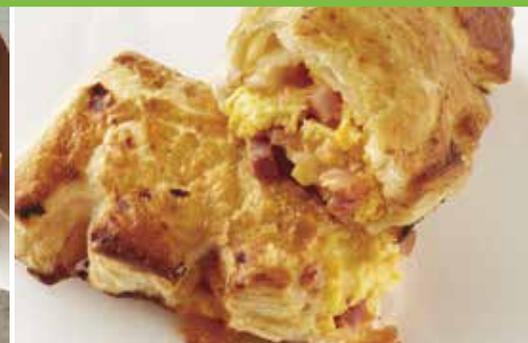
Flavors from a classic everything bagel sandwich get a serious makeover with waffle carriers made using versatile Pillsbury™ Biscuits. Simply thaw the biscuit dough and place in a waffle iron to create a breakfast-themed sandwich people can enjoy any time of day.



SAUSAGE IN A CINNAMON ROLL BLANKET

Featuring Pillsbury™ Place & Bake™ Cinnamon Roll Supreme Freezer-to-Oven, 3 oz (05358)

Pretzel dogs are great, but do you want to serve up an exciting new twist? Wrap a Pillsbury™ Cinnamon Roll around the sausage and bake, serve with some mustard sauce and this dish becomes the sweet & savory snack your customers won't be able to resist.



SPICY BREAKFAST BEAR CLAWS

Featuring Pillsbury's Best™ Puff Pastry Dough Squares (05125)

Spicy, flaky...what's not to love? Made with Pillsbury™ Puff Pastry Squares—and a little chili-garlic for a satisfying kick—Spicy Breakfast Bear Claws are great for grab 'n go as a filling post-dinner snack.

How are you serving all-day breakfast? Share the syrup-drenched, egg-filled creations on your dinner menu with us at @GeneralMillsCF on Instagram.

BAKED GOODS MEAN BUSINESS

4 tips for driving bakery profits



1

One in four Americans are eating more baked goods as a result of the pandemic¹. Meet this spike in demand at your business with low-labor Pillsbury™ products, along with these tips for driving bakery profits.

Feature the right treat at the right time—like pastries in the morning and cookies in the afternoon to remind your customers what’s fresh.



2

Finishing touches

There are plenty of easy ways to add incremental value to baked goods. Here are some examples using a Pillsbury™ Cinnamon Roll.



Keep it simple

Add icing on top or box up in a clamshell with a side cup for dipping.

Added Value: + \$0.75



Make it gourmet

The more creative and indulgent you get, the more your customers will be willing to pay.

Added Value: + \$2.00 – \$3.00

OR



3

Customers will pay a premium for a stunning presentation,

especially those looking for Instagram-able moments. Try finishing with creative garnishes and packaging in to-go boxes with branded stickers.



Sweeten the deal. Boost grab ‘n go meal profits with individually portioned baked goods like our decadent, labor-free Pillsbury™ Brownies and Bars.

4

¹This survey was conducted online within the United States by The Harris Poll on behalf of General Mills Foodservice from September 16-18, 2020 among 2,053 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact General Mills Foodservice.



Ready TO-GOurmet!

Introducing single-serve brownies & bars

MOLTEN CARAMEL

MOLTEN CHOCOLATE GANACHE

TRIPLE LAYER BAR
S'MORES
NET WT. 2.5 OZ (70g)

TRIPLE LAYER BAR
COOKIE CARAMEL BROWNIE
NET WT. 2.5 OZ (70g)

Single-Serve Brownies

Simply thaw & serve these brownies for a rich, gooey experience—or serve warm for a molten center.

Individually Wrapped Triple Layer Bars

A decadent snack for one that's a perfect takeout order complement or grab 'n go impulse purchase at the register.

TRIAL OFFER

For a limited time, get \$25 off per case at generalmillscf.com/singleserve-brownies-bars.





CHEF'S CORNER

Inside the minds of our chefs at General Mills Convenience & Foodservice

What can the restaurant industry expect in 2021? For operators looking to brighter days ahead, here's what our chefs see coming.



CHEF JESSIE

More "Bringing the Restaurant Home"

"Customers want to experience chef-executed food more than ever. Try bringing in the finish at home with meal kit concepts that will carry on throughout 2021. This gives customers an interactive component and a deeper connection to the food by making them part of the prep process, all while keeping quality intact."

Blue Cheese, Bacon and Broccoli Strata



CHEF KEVIN

Love for Locals

"Local restaurants suffered the brunt of the virus due to lack of volume from safety restrictions. I think once more and more people get comfortable going out after vaccinations, they will try to make a point to support the hardest hit restaurants. Be sure to reconnect with your customers via social media, email lists and more to invite them back to dine in!"



CHEF TED

Resiliency During (and After) the Pandemic

"Chefs are used to facing near-impossible situations and overcoming the odds. This raggedy pandemic will be no different. Whether it's downsizing, going contactless, or completely bucking the system and creating something brand new, operators will continue to discover innovative ways to do business."



Get your restaurant Trust20 Certified

Join the coalition of restaurants creating safer and cleaner diner experiences.

Learn more at Trust20.co



Eat Local. Eat Often.



A campaign initiative raising awareness and support of local restaurants, the food service industry, and local communities across the country, during the Covid-19 pandemic.

These efforts encourage diners to continue patronage through curbside pickup, takeout, and delivery. It is Ben E. Keith's goal to support the sustainability of the restaurant industry and the institutions that greatly contribute to communities they serve.



Support your local restaurants!

NEW 2021 REBATES

Score your favorite Pillsbury™ products for less by visiting
[GeneralMillsCF.com/Resources/Rebates](https://www.GeneralMillsCF.com/Resources/Rebates)



NATIONAL BISCUIT REBATE



NEW PILLSBURY™ SINGLE SERVE
BROWNIES & BARS REBATE



FROZEN BAKED GOODS REBATE



GOLD MEDAL™ 5LB MIX REBATE

5 REASONS TO JOIN GENERALMILLSCF.COM



REBATES

Exclusive cashback offers on your favorite General Mills products



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FAVORITES

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EXCLUSIVE NEWSLETTER

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EXCLUSIVE SAMPLES

Request members-only samples of eligible products

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