



Pillsbury™ Cinnamon Rolls
Interactive Product Guide

START



**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

PILLSBURY'S RIGHT TO WIN

Complete portfolio for every operator need

Consistent product from case to case

Homemade taste & appearance

*Click on the "Product Characteristics"
tab to begin*



Product Characteristics

Product Characteristics

Test Your Oven

Freezer-to-Oven
Frozen Roll Dough

Thaw, Proof & Bake
Frozen Roll Dough

Troubleshooting

Recipes
& Merchandising



Click

each icon to learn more



Product Characteristics

Product Characteristics

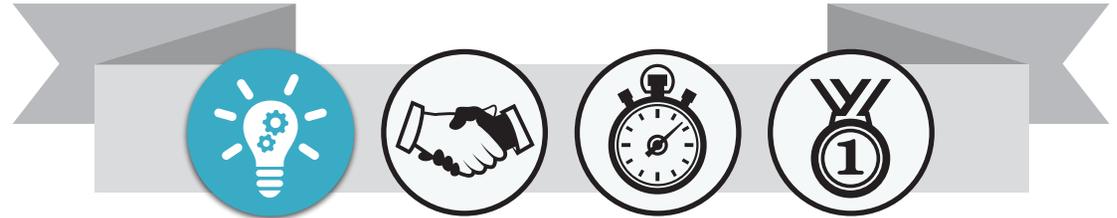
Test Your Oven

Freezer-to-Oven
Frozen Roll Dough

Thaw, Proof & Bake
Frozen Roll Dough

Troubleshooting

Recipes
& Merchandising



• Variety •

Diverse portfolio of products to meet the needs of every operation

○ **Formats:** Freezer-to-Oven and Thaw, Proof & Bake

○ **Types:** Traditional Rolls, Twirls (made with biscuit dough), and Twists

○ **Flavors:**

- Cinnamon (All types)
- Caramel, Orange and Chocolate (Twirls only)

○ **Sizes:** 0.9oz - 6.5oz (varying diameters and heights)

Product Characteristics

Product Characteristics

Test Your Oven

Freezer-to-Oven
Frozen Roll Dough

Thaw, Proof & Bake
Frozen Roll Dough

Troubleshooting

Recipes
& Merchandising



• *Dependable* •

Consistent, scratch-like quality operators want and patrons crave



Product Characteristics

Product Characteristics

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**



• Convenient •

*Ease of use and simple preparation
helps maximize back-of-house
labor and minimizes waste*



Product Characteristics

Product Characteristics

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**



• Quality •

Contain no artificial flavors, no colors from artificial sources and are PHO free



Test Your Oven

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

An oven that doesn't run true to its temperature setting is unreliable and, more often than not, the cause of disappointing results. Before baking, make sure your oven is properly calibrated.

Instructions

1. Watch the **Oven Calibration** video
2. Adjust oven temperature accordingly
3. Bake cinnamon rolls at the adjusted temp. Note how long the baking process takes



oven calibration steps

Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

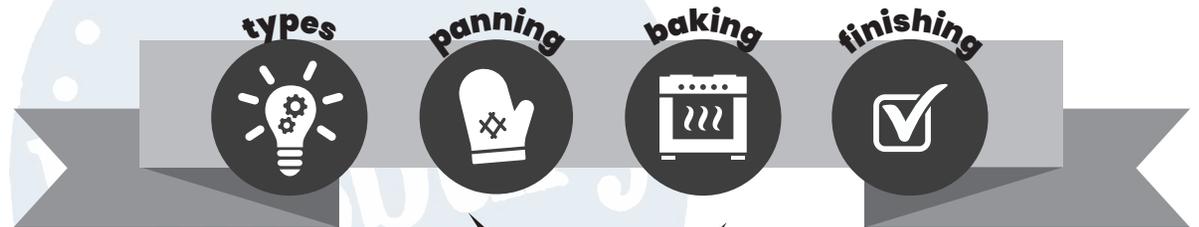
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in a convenient freezer-to-oven format with no proofing required.



freezer-to-oven overview

Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

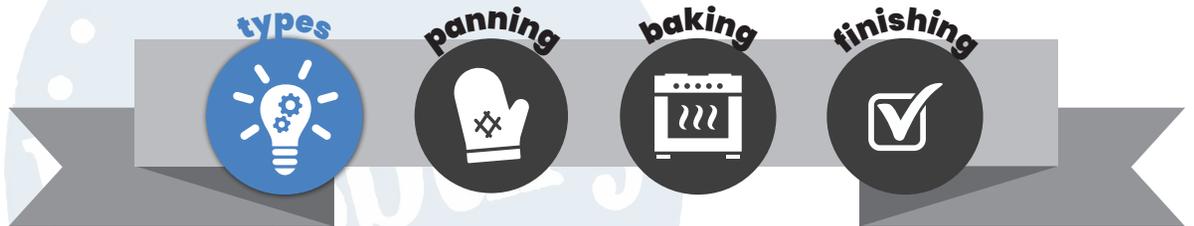
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homemade taste in a convenient freezer-to-oven format with no proofing required.



Click
each icon to learn more

Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

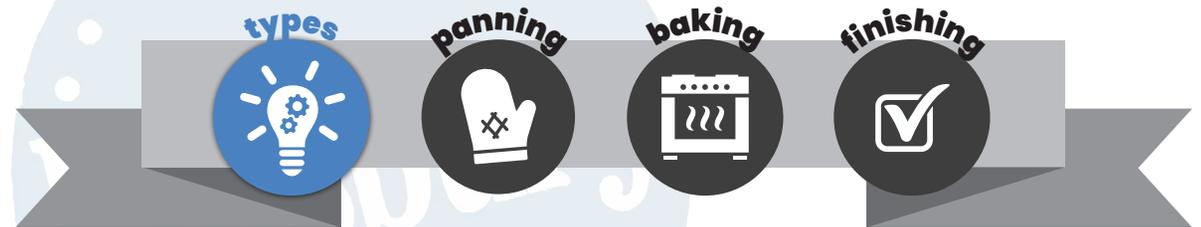
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homemade taste in a convenient freezer-to-oven format with no proofing required.



Twirls

Twists



Cinnamon Rolls

- The perfect balance of soft, moist dough and sweet cinnamon flavor
- Multiple formats (*Best™, Plus™ Supreme™, Whole Grain*) and sizes (*Mini- Large*) available to meet the needs of every operator

Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

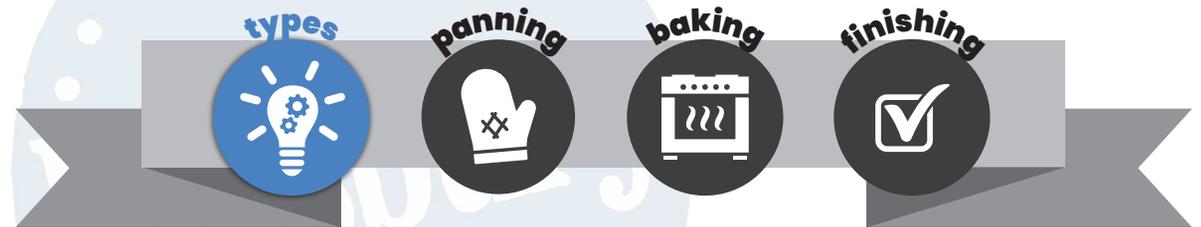
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homemade taste in a convenient freezer-to-oven format with no proofing required.



Twirl Dough



- *Unique biscuit-like dough bakes to a flaky, golden brown with a tender, moist center and sweet filling*
- *Available in Cinnamon, Orange, Chocolate and Caramel filling varieties*

Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homemade taste in a convenient freezer-to-oven format with no proofing required.

types



panning



baking



finishing



Twist Dough

- *Unique danish-like dough twisted around a sweet cinnamon filling delivers homestyle indulgence in 4.25 ounce cinnamon roll twists*

Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homemade taste in a convenient freezer-to-oven format with no proofing required.



Vs.



Belt-Side Up
"Ugly" Side Up

Belt-Side Down
"Flat/Cut" Side Up

• More common

• Less common



Dough should only be panned belt-side down when baking rolls in a tin to be flat iced. ▶

◀ Dough pieces should be spaced on the pan to allow for expansion during the baking process.



Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homemade taste in a convenient freezer-to-oven format with no proofing required.



Convection



Conventional



Rack



300°F (325 for Twirls)
*Refer to box for
bake time and
pan configuration*



350°F (375 for Twirls)
*Refer to box for
bake time and
pan configuration*



325°F (350 for Twirls)
*Refer to box for
bake time and
pan configuration*



*Rotate pan halfway
through bake cycle*

*Used for in-store
bakery and large
baking operations*

Doneness Indicators



COLOR

Even, Golden Brown



FIRMNESS

*The 2nd coil should be firm to
the touch. It's okay if the center
still has some moisture.*



TEMPERATURE

*185-195°F for Rolls & Twists
205°F for Twirls*

Freezer-to-Oven Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

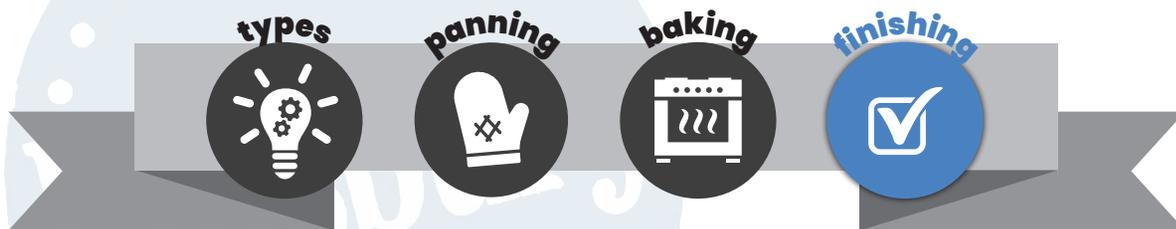
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in a convenient freezer-to-oven format with no proofing required.



1 COOLING

Once out of the oven, Allow 10-15 minutes of cooling for the product to finish baking.



2 GLAZING

Glazing should take place after cooling but while the product is still warm. It's function is to extend shelf-life and protect rolls from drying out. Not required for immediate service.



3 ICING

After glazing, icing can be applied to rolls, along with additional decorations



finishing techniques

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

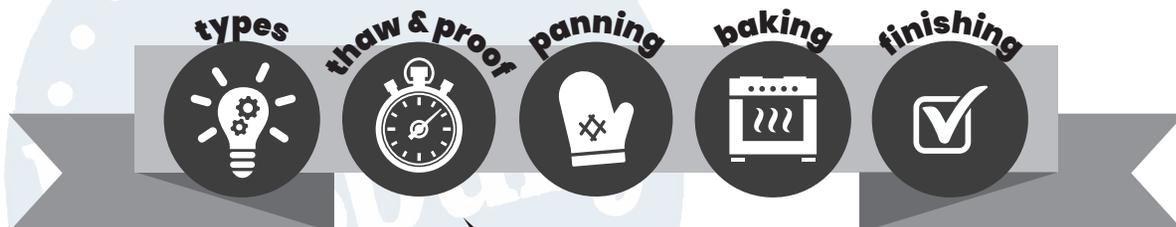
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Click

each icon to learn more



intro to proof & bake

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Click
each icon to learn more

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

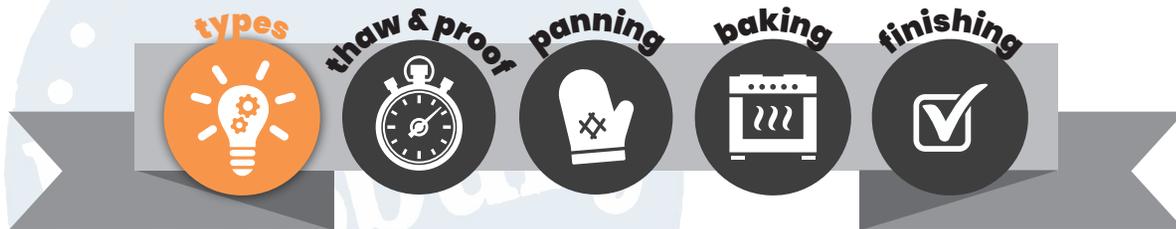
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Best Cinnamon Rolls

- *Goosey, delicious rolls made with soft, moist bread-like dough. Delivers great taste at a reasonable price*

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Plus Cinnamon Rolls

- Rich, Flaky laminated dough with a light citrus flavor wrapper around a sweet, mellow cinnamon filling
- These rolls will bake up shorter and wider

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

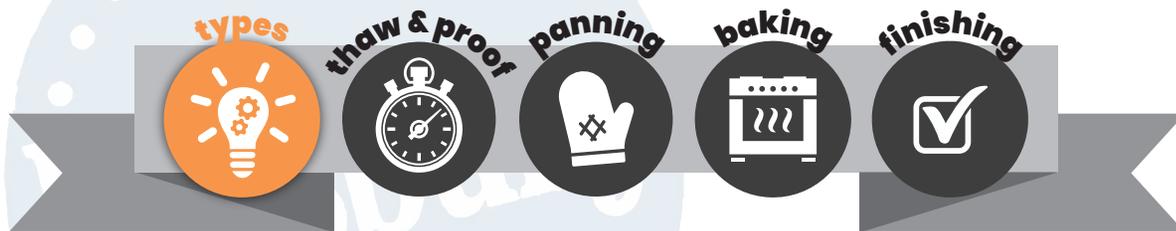
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Supreme Cinnamon Rolls

- *Gourmet appearance with the ultimate indulgent flavor*
- *Soft, tender dough, high walls and loaded with gooey cinnamon filling in a plate-filing size*

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Place frozen cinnamon rolls on parchment lined full sheet pan. Cover with plastic wrap or cart cover to prevent surface drying



Thaw (covered) in cooler overnight for 8 hours (but no more than 16 hours)



Place thawed rolls in proof box at 70-95% humidity and 95°F-100°F until dough doubles in size. If "Floor Proofing", keep plastic cover on cart and move cart to warm location until product doubles in size



proofing overview



Dimple Test

▶ To confirm if rolls are ready to be baked, gently press the side of a roll with your finger. It should leave a small indentation (dimple). If it bounces back, the product needs more proof time.; if it collapses, the product is overproofed.

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Vs.



Belt-Side Up
"Ugly" Side Up

Belt-Side Down
"Flat/Cut" Side Up

● More common

● Less common



Dough should only be panned belt-side down when baking rolls in a tin to be flat iced. ▶

◀ Dough pieces should be spaced on the pan to allow for expansion during the baking process.



Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

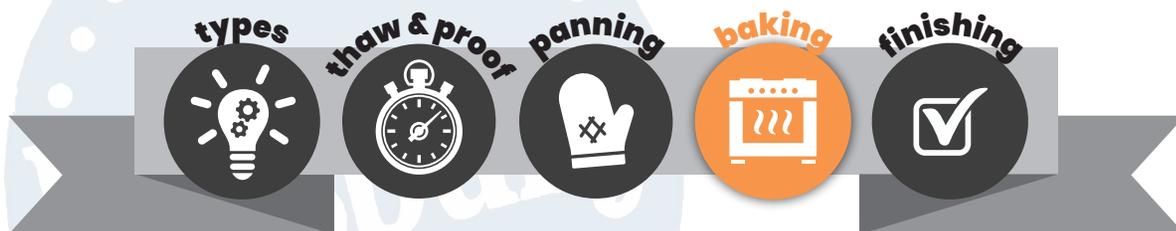
**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



Convection



Conventional



Rack



300°F

Refer to box for
bake time and
pan configuration



350°F

Refer to box for
bake time and
pan configuration



325°F

Refer to box for
bake time and
pan configuration



Rotate pan halfway
through bake cycle

Used for in-store
bakery and large
baking operations

Doneness Indicators



COLOR

Even, Golden Brown



FIRMNESS

The 2nd coil should be firm to
the touch. It's okay if the center
still has some moisture.



TEMPERATURE

185°F - 195°F

Thaw, Proof & Bake Frozen Roll Dough

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**

Pillsbury™ delivers a scratch-like appearance and homeade taste in 3 varieties of thaw, proof & bake frozen cinnamon roll dough.



1 COOLING

Once out of the oven, Allow 10-15 minutes of cooling for the product to finish baking.



2 GLAZING

Glazing should take place after cooling but while the product is still warm. It's function is to extend shelf-life and protect rolls from drying out. Not required for immediate service.



finishing techniques



3 ICING

After glazing, icing can be applied to rolls, along with additional decorations

Troubleshooting

**Product
Characteristics**

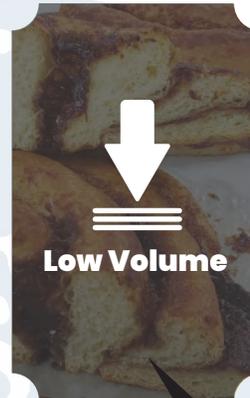
Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**



Click

each icon to learn more



Troubleshooting

**Product
Characteristics**

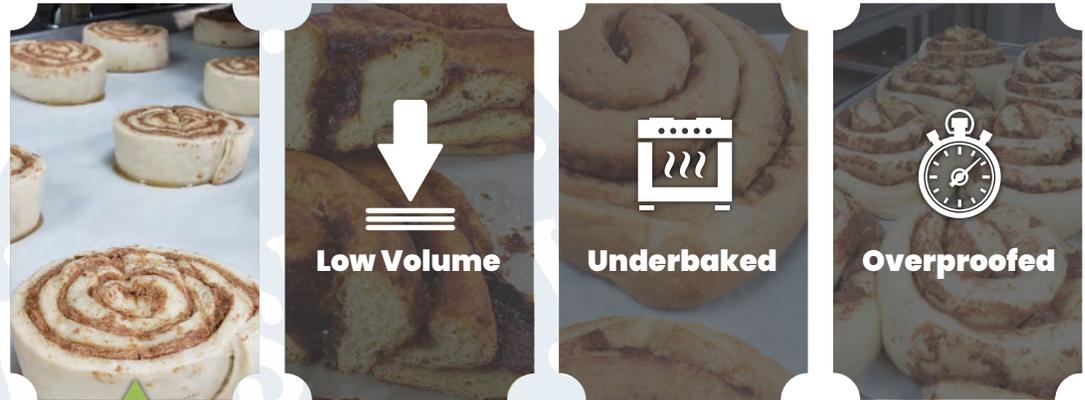
Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**



Uneven Shape of Roll



HOW TO RESOLVE:



- ▶ The cut side looks smooth and slightly pinched. Only bake cut side-up if you are baking in foil pans and will be smearing icing across the top in a single layer.



- ▶ The belt side looks rough and is often referred to as the "Ugly" side. This side should be facing up when baking cinnamon rolls that will be dipped or string iced (most common).

Troubleshooting

Product Characteristics

Test Your Oven

Freezer-to-Oven Frozen Roll Dough

Thaw, Proof & Bake Frozen Roll Dough

Troubleshooting

Recipes & Merchandising



Uneven Shape of Roll



Underbaked



Overproofed

Low Volume



HOW TO RESOLVE:



Underproofed

► The product could be underproofed. To test, touch the side of a roll with your finger. If it leaves a dimple, it's ready. If it bounces back, it needs additional time to finish proofing.



Fully Proofed (2X Size)



► The product could be expired. Check code date on box to confirm.

Troubleshooting

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**



Underbaked



HOW TO RESOLVE:



- ▶ Doneness is determined by an even golden brown top, firm second coil and internal temperature of 185-195°F for Rolls & Twists and 205°F for Twirls.



- ▶ Underbaked products tend to collapse after baking. If internal temperature was not taken but the color is golden brown with a firm second coil, then allow cinnamon rolls to rest on tray for 10 minutes for carryover baking.

Troubleshooting

**Product
Characteristics**

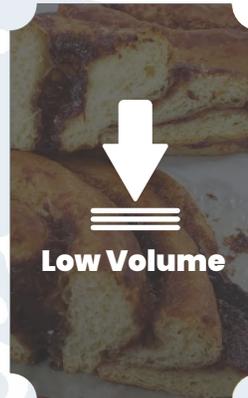
Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**



Overproofed



HOW TO RESOLVE:



► If the roll is more than double in size it could be overproofed. To test, touch the side of a roll with your finger. If it leaves a dimple, it's ready. If it collapses/deflates, it's overproofed. You can still bake it, but the center will be hollow.



► If rolls flow together, increase spacing on the pan, or you can bake them in a convection oven. If baking in a reel oven, there will naturally be more flow. Additional space may be required.

Recipes & Merchandising

**Product
Characteristics**

Test Your Oven

**Freezer-to-Oven
Frozen Roll Dough**

**Thaw, Proof & Bake
Frozen Roll Dough**

Troubleshooting

**Recipes
& Merchandising**



baby sandwiches



coffee cake



twist hearts



pecan sticky buns



cinnfully chocolate
muffins



additional recipes

Eye-Catching Ideas

For your next event



7:18
**Tradeshow Displays
& Sampling**



5:06
**Merchandising, Displays
& Carry-Out**

