



BAKERY, *Simplified.*[™]

*Foodservice
Made Simple*

Your **Bakery Case**
at Its Finest





Bake Shoppe Quality

Create your perfect Bake Shoppe with **Prairie City Bakery's** simplified foodservice solution. Our full line of award-winning, thaw-and-sell Bake Shoppe products set the foundation for a successful foodservice program for your store. Our premium bulk products are packed in convenient 4- and 6-packs allowing you to use only what you need daily, reducing your number of stales. Add **Prairie City Bakery's** foodservice expertise and smart merchandising displays and you've got yourself a winning, easy-to-execute Bake Shoppe design.

DAY 1-3



DAY 2



DAY 3

DAY 1

*We pack them
how you use them.
Just the right amount
of product for every day!*



Cinnamon Rolls

CINNAMON ROLLS

Cream Cheese Smear

Caramel Iced

The BIG Cinnamon Roll (White Iced)

Our Bake Shoppe Cinnamon Rolls offer both crave appeal and exceptional taste. Featuring 108 pastry layers and delicious cinnamon filling, these BIG 6 oz. rolls are topped with a variety of delectable icings. All are available in our convenient 4-packs.

Down Home Muffins

MUFFINS

- Blueberry
- Banana Nut
- Cinnamon Cream Cheese
- Tuxedo (Cream Cheese Chocolate Chip)

Made with premium ingredients like real fruit and nuts, and topped with a dome of crystallized cinnamon sugar, our signature Down Home Muffins are bursting with flavor.





Coffee House Danish

Our authentic Danish are superior in quality and taste – each hand-braided and twisted, layered with a full ounce of delicious filling, and drizzled with sweet white icing.

DANISH
Creamy Cheese
Red Raspberry

Bake Shoppe Donuts

CLASSIC DONUTS

- Chocolate Iced Cake
- Old Fashioned
- Glazed Yeast
- Chocolate Iced Glazed Yeast
- Glazed Cinnamon Roll Donut

PREMIUM DONUTS

- Long John, Custard Filled, Chocolate Iced
- Long John, Maple Iced
- Bismarck, Raspberry with White Icing
- Glazed Apple Fritter
- Glazed Cinnamon Twist

Our Classic and Premium Donuts are made with traditional recipes and offer a variety of popular choices to satisfy your customers' breakfast or snack cravings.



Gourmet Cupcakes

Transform your bakery case into an all-day bakery destination by offering our award-winning, center-filled-frosting, generously-sized 6 oz. Cupcakes in the afternoon.

CUPCAKES

Assorted Cases – Two 4-Packs of each flavor:

- Vanilla Cupcake with Butter Cream Frosting and Rainbow Sprinkles
- Chocolate Cupcake with Butter Cream Frosting and Chocolate Sprinkles
- Red Velvet Cupcake with Creamy Cheese Frosting and Red Cake Crumbs

Center-filled



SMART MERCHANDISING

Bakery cases available in 3- or 4-tiers. Ask our experts for assistance with plan-o-gramming, and find out how to get FREE product through our bakery case program.

3-Tier Bakery Case



“ALL-DAY BAKERY”

Maximize your daily bakery case sales by adding Cupcakes to your plan-o-gram! After the morning rush, consolidate your morning bakery offerings to two shelves and add our decadent 6 oz. Cupcakes for continued sales throughout the afternoon. Add Bulk Cookies to the mix for additional choices.



4-Tier Bakery Case



Keys to a Successful Prairie City Bakery Bulk Bakery Program

1. KEEP PRODUCTS FROZEN

Keep products FROZEN until ready to serve. Don't store in your cooler or refrigerator. If you have a morning rush, just pull the product from the freezer, thaw for one hour, and refill.

2. THAW PRODUCT

Remove product from freezer and thaw at room temperature for 1 hour. Do not thaw in cooler. This should be done out of view of the customers.

3. KEEP BAKERY CASE CLEAN

Customers eat with their eyes first and will be more likely to grab product from a clean case. Wipe down case with warm water only and a small amount of dish soap. Dry with soft cloth (never use abrasives, Windex or alcohol-based cleaning agents). Have tongs and paper available and face the products as necessary.

4. KEEP BAKERY CASE FULL DURING PRIME HOURS

Since the majority of Bakery Case sales are made between the 5:30-11:30 am hours, fill Bakery Case first thing in the morning and recheck throughout the morning hours for cleanliness and stock. Place new product behind old product for freshest sales. Towards the noon hour, consolidate trays and move product forward to a single shelf.

5. YOU WILL HAVE PRODUCTS LEFT OVER

You will have stales and you will WANT to have stales at the end of the day. Too few stales and you lose business by not having enough product out. Rule of thumb: Have approx. 8-9% stales daily. If you're exceeding this, adjust your inventory accordingly. Stale reduction tip: Discount the morning product after 12:00 noon.

6. BAKERY AROUND THE CLOCK

Now you can fill your nearly empty pm bakery case with Prairie City Bakery's Gourmet Cupcakes. All of the above guidelines apply to Cupcakes as well.

Prairie City Bakery Bulk Offerings

CINNAMON ROLLS (4-PACK)

- Cream Cheese Smear
- Caramel Iced
- The BIG Cinnamon Roll (White Iced)

DOWN HOME MUFFINS (4-PACK)

- Blueberry
- Banana Nut
- Cinnamon Cream Cheese
- Tuxedo (Cream Cheese Chocolate Chip)

COFFEE HOUSE DANISH (4-PACK)

- Creamy Cheese
- Red Raspberry

BAKE SHOPPE DONUTS

(Donuts available in 6-Pack trays except where noted)

Classic Donuts

- Chocolate Iced Cake
- Old Fashioned
- Glazed Yeast
- Chocolate Iced Glazed Yeast
- Glazed Cinnamon Roll Donut

Premium Donuts

- Long John, Custard Filled, Chocolate Iced
- Long John, Maple Iced
- Bismarck, Raspberry with White Icing
- Glazed Apple Fritter (4-Pack tray)
- Glazed Cinnamon Twist (5-Pack tray)

GOURMET CUPCAKES (4-PACK)

Assorted Cases – Two 4-Packs of each flavor:

- Vanilla Cupcake with Butter Cream Frosting and Rainbow Sprinkles
- Chocolate Cupcake with Butter Cream Frosting and Chocolate Sprinkles
- Red Velvet Cupcake with Creamy Cheese Frosting and Red Cake Crumbs

MERCHANDISERS

- 3-Tier Acrylic Bakery Case
- 4-Tier Acrylic Bakery Case



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For more information, contact us at 1-800-338-5122
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