



BAKERY, Simplified.™

The Total Package

All Wrapped Up
& Ready to Go!



The Total Package

Prairie City Bakery is proud to be the leader in convenience store bakery solutions. Now, we're adding three new brands to give you the total package of bakery products that your customers are looking for. Spanning the everyday to our most premium selections, plus traditional favorites and ethnic offerings, each of these unique brands offers its own consistent look, taste, positioning and price point.

Feature them separately with our attractive display racks or merchandise them together to transform your store into a full-fledged bakery destination. With something for everyone, **Prairie City Bakery** is your complete package for sweet success.



Four Compelling Brands with Singular Broad Appeal:



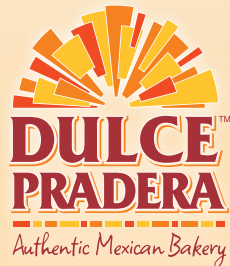
Premium Thaw & Sell: the Original.

Our highest quality pastries, many award-winning and all delicious. Includes Cinnamon Rolls, Coffee House Danish, Strudel Danish, Down Home Muffins, Cookies and Snacks.



Everyday, Every Way.

We bought Tina's, a regional favorite, and are expanding nationally so customers everywhere can enjoy the same expansive selection and BIG appeal. Everyday quality products include Monster Muffins, Bearclaws, Cinnamon Rolls, generous Cake Slices and more.



The Authentic Mexican Bakery Brand.

We purchased El Gallo Giro, an established West Coast company, and have renamed the brand to make it our own – reflecting its Mexican roots and our heartland sensibility. Deliciously authentic, Dulce Pradera targets the growing Hispanic market with Conchas, Empanadas and more.



All-Time Traditional Favorites.

We created Tina's Traditions in response to your customers' cravings for familiar treats like Honey Buns, Fruit Pies, Mini Donuts and more – all with a fun, new look and extended shelf life.



Prairie City

BAKERY

Our Original Wrapped Pastry Solution: *Premium at its Best.*

For nearly 20 years, **Prairie City Bakery** has supplied our award-winning wrapped pastry program to the convenience store industry. Our signature wrapped pastries are the perfect complement to your gourmet coffee program or other upscale offerings, with an attractive look and premium quality your customers will notice.



Big Cinnamon Roll

Our BIG 6 oz. roll is made with 108 rich pastry layers, loaded with cinnamon paste for maximum deliciousness, and a drizzling of sweet, white icing. Extra-delicious when warmed in the microwave!



Strudel Sensations Danish

An abundance of premium filling and an oh-so-flaky crust with sweet icing offers sensational flavor balance.



Coffee House Danish

More than 100 layers of flaky pastry dough combined with rich fillings and a drizzle of sweet icing make up these everyday favorites.

SMART MERCHANDISING

Feature **Prairie City Bakery's** signature wrapped pastries near your coffee bar on our attractive counter or floor racks. We'll help you merchandise our pastry program with our bakery expertise and custom plan-o-grams.



Down Home Snacks

Complete your pastry offerings with our award-winning Down Home Snacks. Whether your customers like their treats extra-chocolatey or super buttery, we've got you covered.



Down Home Muffins

Perfectly baked and virtually irresistible, our signature muffins are made with real fruit, nuts and other premium ingredients to win the loyalty of even your most demanding customers.



BIG CINNAMON ROLL

The BIGGER BIG Cinnamon Roll

STRUDEL SENSATIONS DANISH

Strawberry n' Cheese
Raspberry n' Cheese
Apple n' Maple
Cinnamon Overload

COFFEE HOUSE DANISH

Creamy Cheese
Chunky Apple
Red Raspberry

DOWN HOME SNACKS

Big n' Fudgy Brownie
Ooey Gooey Butter Cake

DOWN HOME MUFFINS

Bursting Blueberry
Banana Nut Crunch
Cinnamon Crumbcake
Creamy Cheese Streusel

Tina's Pastries

BIG Solutions for *Everyday* Sales



Quality meets the everyday with **Tina's**. Offer your customers a complete assortment of tasty wrapped pastries including BIG product offerings like our 6 oz. Monster Muffins. Selection, mainstream pricing, attractive WYSIWYG (what-you-see-is-what-you-get) packaging, and a 21-day shelf life will make these a valued mainstay of your bakery program.



Monster & Mini Muffins

With flavors to suit virtually every taste, Tina's giant 6 oz. Monster Muffins are packed with huge goodness, while Tina's 3-pack Mini Muffins pack big flavor in mini sizes.



Turnovers, Danish & Bearclaw

Win your customers' loyalty with this well-rounded line of attractive, tasty Turnovers; delicious Danish; and a jumbo Bearclaw with mouthwatering flavor and real sliced almonds.



MONSTER MUFFINS

- Almond Poppyseed
- Apple
- Banana Nut
- Blueberry
- Chocolate Chip
- Cappuccino
- Lemon
- Double Chocolate
- Strawberry
- Strawberry Chocolate
- Assortment Pack



Cinnamon Roll

This customer favorite features a delicious, cinnamon sweet roll studded with raisins and covered with delectable white icing – for the perfect on-the-go breakfast or snack.

SMART MERCHANDISING

Our go-to floor rack displays make merchandising easy. Display **Tina's** full product line or explore new sales territory by pairing **Tina's** with our Dulce Pradera Authentic Mexican Bakery line.



Cakes and Brownie

You'll "take the cake" with so much to choose from, including four flavors of Pound Cake, Tina's scrumptious Coffee Cake, four varieties of big Piece-A-Cake slices and Tina's Fudge Brownie with Nuts. All different, and all delicious!

MINI MUFFINS

- Banana Nut
- Blueberry
- Lemon
- Chocolate Chip
- Assortment Pack

TURNOVERS

- Bearclaw
- Apple
- Cherry
- Lemon Cheese
- Raspberry Cheese
- Assortment Pack

DANISH

- Assortment Pack
- (Apple, Raspberry, Blueberry, Cherry and Lemon)

CINNAMON ROLL

- Cinnamon Roll

POUND CAKE

- Golden
- Banana Nut
- Marble
- Assortment Pack

COFFEE CAKE

- Coffee Cake

PIECE-A-CAKE

- Golden
- Marble
- Lemon
- Cinnamon Streusel
- Assortment Pack

BROWNIE

- Fudge Brownie with Nuts



Authentic Mexican Bakery Solution

Put a little Mexican panadería in your shop. With a taste that's been wowing the West Coast for over 25 years, **Dulce Pradera** Authentic Mexican Pastries offer quality ingredients, traditional recipes and a contemporary look that's sure to win over the Hispanic market – now available nationwide.



SMART MERCHANDISING

Combine your **Dulce Pradera** offerings with Tina's Gourmet Pastries on our appealing 6-tier floor rack display, or feature them on their own with our inviting, 3-tier counter rack.



Conchas

Conchas are among the most traditional breads of the Mexican bakery and are top-selling Mexican pastries. Feature these shell-shaped sweet breads high on your display rack for increased sales.



Empanadas

Authentic Mexican fruit flavors and delicious fillings wrapped in a pillow of sweet pastry dough for morning and anytime sales.



Pan Fino / Polvorón

The Pan Fino assortment of authentic, sweet Mexican Breads brightens the day with unmistakable notes of cinnamon, while the sugary Polvorón is a rich delight.



Danes / Feite

These golden treats include Danish-like Danes, made from sweet dough layered with buttery goodness; and Feite puff pastry known as Dos Orejas with an exquisite buttery, delicate flavor.



Pan De Huevo / Mantecada

Complete your Mexican pastry lineup with Jelly Rolls, featuring a sweet, spongy dough covered with a raspberry topping and powdered with coconut; and the golden Mantecada cake – sized and textured like a muffin, with a taste like American pound cake.

CONCHAS

Blanca
Chocolate
Assortment Pack
(Includes Amarillo/Yellow and Rosa/Pink as well)

EMPANADAS

Piña (Pineapple)
Crema (Bavarian Cream)
Fresa con Crema
(Strawberries & Cream)

PAN FINO / POVORÓN

Polvorón
Elote
Cuerno
Leño
Assortment Pack

DANES / FEITE

Cuernitos
Dos Orejas

PAN DE HUEVO / MANTECADA

Jelly Roll
Dos Mantecadas

Familiar Favorites Program for Sweet Success

Traditional, fun, and a great value, these are the snacks your customers have loved since they were kids. Ideal for the grab-and-go crowd, this complete snack solution features bright, appealing packaging that really pops for impulse sales.



Honey Buns

Classic golden Honey Buns baked with a touch of cinnamon and topped with a sweet glaze. Pair with coffee or ice-cold milk for greater sales.



Iced Cinnamon Roll

Real cinnamon smear layered into a delectably tender pastry roll and coated with icing to satisfy those sweet cravings breakfast, noon and night.



Fruit Pies

We've brought back the traditional Fruit Pie, featuring delicious, real-fruit fillings pocketed in a handy crust that's perfect for snacking on the run.



Mini Donut Tubes

Made with quality ingredients for superior flavor, with packaging that pops, our 6-pack minis have major appeal. A top seller in c-stores, mini donuts are great for breakfast and anytime snacking.



Mini Donut Bags

Loaded with flavor, and with zero grams of trans fat, these tasty treats come in a convenient resealable bag for now-and-later indulging.

HONEY BUNS
Glazed
Iced

CINNAMON ROLL
Iced Cinnamon Roll

FRUIT PIES
Apple
Cherry

MINI DONUT TUBES
Chocolate
Coconut Crunch
Sugar

MINI DONUT BAGS
Chocolate
Sugar

SMART MERCHANDISING

Tina's Traditions stands apart! Our convenient two-step, inline display rack makes merchandising this new line simple – and highly effective.





Your Complete Wrapped Bakery Destination

With our four thaw-and-sell bakery programs, Prairie City Bakery IS the total package. From our original, gourmet Prairie City Bakery Wrapped Pastry line to our everyday Tina's Wrapped Pastries, and from our Dulce Pradera Authentic Mexican Bakery offerings to Tina's Traditions snack favorites, you'll find everything needed to build a repeat wrapped pastry following. Plus, Prairie City Bakery offers you our expertise and proven merchandising solutions to help you design a winning pastry program for your store.

Prairie City Bakery Individually Wrapped Products

BIG CINNAMON ROLL

- The BIGGER BIG Cinnamon Roll

COFFEE HOUSE DANISH

- Creamy Cheese
- Chunky Apple
- Red Raspberry

STRUDEL SENSATIONS DANISH

- Strawberry n' Cheese
- Cherry n' Cheese
- Apple n' Maple
- Cinnamon Overload

DOWN HOME MUFFINS

- Bursting Blueberry
- Banana Nut Crunch
- Cinnamon Crumbcake
- Creamy Cheese Streusel

DOWN HOME SNACKS

- Big n' Fudgy Brownie
- Ooey Gooley Butter Cake

Tina's Individually Wrapped Products

MONSTER MUFFINS

- Almond Poppyseed
- Apple
- Banana Nut
- Blueberry
- Chocolate Chip
- Cappuccino
- Lemon
- Double Chocolate
- Strawberry
- Strawberry Chocolate
- Assortment Pack

MINI MUFFINS

- Banana Nut
- Blueberry
- Lemon
- Chocolate Chip
- Assortment Pack

TURNOVERS

- Bearclaw
- Apple
- Cherry
- Lemon Cheese
- Raspberry Cheese
- Assortment Pack

DANISH

- Assortment Pack (Apple, Raspberry, Blueberry, Cherry and Lemon)

CINNAMON ROLL

- Cinnamon Roll

POUND CAKE

- Golden
- Banana Nut
- Marble
- Assortment Pack

COFFEE CAKE

- Coffee Cake

PIECE-A-CAKE

- Golden
- Marble
- Lemon
- Cinnamon Streusel
- Assortment Pack

BROWNIE

- Fudge Brownie with Nuts



6-Tier Floor Rack Display

Dulce Pradera Individually Wrapped Products

CONCHAS

- Blanca
- Chocolate
- Assortment Pack (Includes Amarillo/ Yellow and Rosa/Pink as well)

EMPANADAS

- Piña (Pineapple)
- Crema (Bavarian Creme)
- Fresa con Crema (Strawberries & Cream)

PAN FINO / POLVORÓN

- Polvorón
- Elote
- Cuerno
- Leño
- Assortment Pack

DANES / FEITE

- Cuernitos
- Dos Orejas

PAN DE HUEVO / MANTECADA

- Jelly Roll
- Dos Mantecadas

Tina's Traditions Individually Wrapped Products

HONEY BUNS

- Glazed
- Iced

ICED CINNAMON ROLL

- Cinnamon Roll

FRUIT PIES

- Apple
- Cherry

MINI DONUT TUBES

- Chocolate
- Coconut Crunch
- Sugar

MINI DONUT BAGS

- Chocolate
- Sugar



2-Tier Inline Display



3-Tier Counter Rack Display

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