

Brill cake components  
*pair perfectly with*  
*Brill icings*

**20**RTU  
buttercreme  
colors

**25**  
specialty  
icings

**15+**  
buttercreme  
flavors





# Brochures



Create your own  
colors by mixing  
Brill buttercreme



Brill buttercremes are  
**consumer-preferred**  
deliver  
**better performance**  
and  
**higher yields**



# Cookie platters are an alternative for decorated cakes and grew



**+21%** in dollars

**+26%** in units

(Nielsen)

# Top Selling Flavors

1. Banana
2. Lemon
3. Marble



cut  
approximately

**70% labor**

with Fast Pan<sup>®</sup>  
Technology



“

customers say

*freshness  
and taste*

*are the  
most important  
criteria*

when purchasing  
fresh muffins

”

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#4825





# Brochures





# Brochures



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# Crumb Cakes



50% of

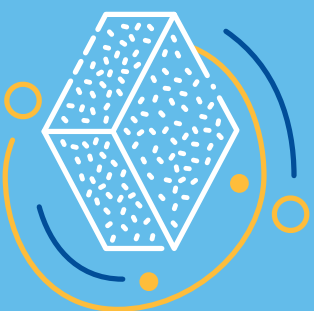
cookie  
purchases are  
**impulse**



# Crispy Bars

index higher  
with  
**younger  
generations**





**Flavors** such as  
salted caramel,  
peanut butter  
chocolate,  
strawberry and fruity are  
**growing in**  
**cereal treat bars**

Consumers  
reach for  
crispy bars  
due to their

***grab-and-go  
convenience***

and

***nostalgic  
taste***



# Muffins aren't just for breakfast!

Consumers purchase for multiple occasions

- 1) Breakfast
- 2) Snacks
- 3) Desserts





4-count  
**retail-ready**  
packaging

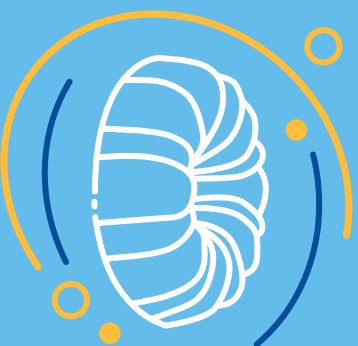
fully-decorated  
**upscale offering**

thaw-and-sell  
**convenience**

4-count **retail-ready** packaging

fully-decorated  
**upscale offering**

thaw-and-sell  
**convenience**



*bagels* 

made for mornings

loved at brunch

just right for any  
time in between

Quick, tasty and

*endlessly  
versatile!*

when talking tortillas  
consumer awareness is

**almost unanimous**

**95%** know them

**90%** have tried them

**80%** love or like them

(Datassential)







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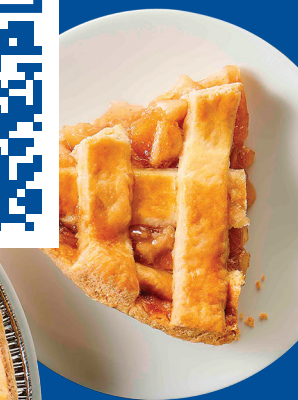




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