



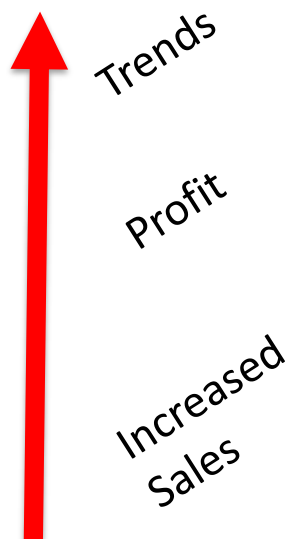
Why Donuts/Muffins? Bakery Sales are Booming!



The research firm predicted that the market will surpass \$19 billion in sales by 2022, a 40% increase over its 2012 performance and 21% ahead of 2017's total sales. **Source *Mintel C-Store Decisions April 2019.***

In 2017, foodservice sales accounted for 22.5% of total in-store sales, yet contributed 33.9% to total gross profit. **Source <https://cb4.com> April 2019**

Increase your customers total basket spend with a delicious bakery offering. Bakery sales are purchased along with coffee in high frequency along with other in-store categories.



- Fresh Ingredients • Made Daily • Old Fashioned Recipes





Why Auntie Em's?

The company big enough to meet your bakery needs but small enough to support your personal needs.

- Donut Expertise – 50 Years of Experience, bakery established 1970.
 - Original, old fashioned recipes still used today that results in greatest quality product. This will be the best frozen-thaw-serve product you have ever tried.
- Top Selling Varieties/Flavors of Donuts, Donut Holes & Muffins
- New In-Wrapper Options with regard to recent Covid-19 concerns.



Individually Wrapped Donuts

**Donuts are packed in 6 count trays.
Only Pull what is needed Thaw & Serve.**



UnWrapped Donuts

• Fresh Ingredients • Made Daily • Old Fashioned Recipes



Some of our Top Donut Sellers



A yeast product topped with a made from scratch vanilla icing and covered with colorful sprinkles.



A yeast product shaped like a yeast ring, and topped with a made from scratch chocolate icing and colorful sprinkles.



A yeast long john, filled with a made from scratch custard and topped with a made from scratch chocolate icing.



A chocolate yeast product, filled with a made from scratch Holland crème and topped with chocolate icing.



Donut Holes

- Plain
- Glazed
- Cherry
- Chocolate



A cake product made the old-fashioned way so as to split on top, with plenty of sour cream resulting in a little crusty top with soft crumb.



Our traditional cake donut bursting with blueberries.



A Cherry cake donut made with a special blend and topped with a made from scratch glaze.



Yeast dough, round in shape and stuffed full of a special jelly filling and topped off with a made from scratch white icing.



Our famous yeast raised ring, topped with a made from scratch freezer stable glaze.



Assorted / Variety Case Packs give you top sellers that result in the most profit! Minimize your spoils while taking up the least amount of display and freezer space.



***#7088 Donut Variety Pack**

6 of Each - SRP .99 Each (24 per case)

Our famous yeast raised ring, topped with a made from scratch freezer stable glaze.



A cake product made the old fashioned way so as to split on top, with plenty of sour cream resulting in a little crusty top with soft crumb.



Yeast dough, round in shape and stuffed full of a special jelly filling and topped off with a made from scratch white icing.

A chocolate yeast product, filled with a made from scratch Holland crème and topped with chocolate icing.





In-Store Selling Tips / Best Practices

Instructions: From Frozen, thaw at room Temperature for 1- 2 hours.

Optimal Shelf Life is one day from thaw.

Package up and bulk sell donuts late in the evening through next day.

- **Keep “pretty” items on top.** Seems simple enough, place the most eye-catching items where they will be seen. Look at the display as your customers would.
- **Keep good variety all day long.** Make sure you are appealing to all of your customers. Place the top sellers front and center, especially during high-traffic times.
- **Keep cases stocked.** Empty cases may seem like a good thing; because the product is selling, but no customer wants to buy the last item in a case. Be sure to re-stock display cases frequently.
- **Keep bakery cases clean.** Present a high-quality product in a clean and presentable display case. Take time out of the day to remove smudges.
- **Place Display Next to, near, or on the way to the coffee service area.** Coffee and bakery go together, make it easier for your customer to buy both by putting one next to the other.
- **Next to, near, or at the checkout counter.** Fresh bakery makes a great impulse buy; place a case or rack with delicious treats near the register, and watch them fly out the door.

In-store Growth

category Growth

loyalty

Profit



BAKERY RACK ORDER FORM



Donut Cup Holder

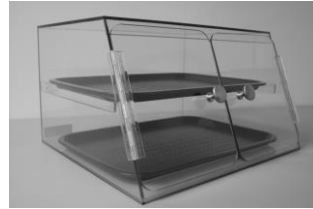
#DHR Cost \$50
3 Free Cases of Donut Holes
\$2.59 SRP
\$90 in retail sales
FREE GOODS



8 Cup Holder

2 Tier Bakery Display

#BD2T Cost \$220
5 Free Cases of Auntie Em's
Avg \$1.39 SRP
\$167 in retail sales
FREE GOODS



3 Tier Bakery Display

#BD3T Cost \$270
7 Free Cases of Auntie Em's
Avg \$1.39 SRP
\$233 in retail sales
FREE GOODS



• Bulk Donuts



• IW Donuts



• Muffins



• Donut Holes



Send order form to: tony@Berarducci.com
724.612.7034 ph, 412.291.2112 fax

Please complete and send back as below.
Rack company will contact you for payment Info.

Account Name:

Wholesaler:

Customer Number:

Sales Person Name:

Customer Contact Name:

Address:

Phone:

Signature: _____





Next Steps?

-Questions

-Samples to whose attention?

-Exact Shipping Quotes
(FOB pickup is available too)

-Follow-up after Samples and Shipping Quotes

Thank you very much for the opportunity! We want to earn your business the right way.

