



# Ready-to-Bake?

Did you know 93% of consumers are eating dessert at least once a week, with half eating dessert everyday? This makes it the perfect time to spotlight the sweet side of the menu... especially, BROWNIES!

Brownies are ranked in the top 5 desserts on menus AND they're growing at an above average rate. If you think about how popular brownies are, it is amazing they are experiencing growth levels of +6%.

So, who is the main brownie consumer? Well, EVERYONE! When we look at the data, we see that brownies have high popularity with every age, every ethnicity, every region, every gender, healthy eaters and dessert-lovers alike.

In fact, only 4% of the population do not eat brownies. It's clear that menuing brownies has a lot of up-side.

But, we know there are a lot of challenges making brownies. On one hand, you want to serve a fresh made brownie that satisfies your guests and keeps them coming back again and again. Yet, there is often a gap in operational efficiencies, a multitude of labor issues and certainly headaches managing inventory and waste.

Well, at least for your dessert menu, we are about to help you solve all of that. Because with Krusteaz Professional Ready to Bake Brownies, all you do is pour the batter into a baking vessel, bake and then amaze your customers.

## Introducing Krusteaz Professional Ready-to-Bake Brownie Batter in a bag!

So SIMPLE, So DELICIOUS; Maximizing Kitchen Efficiency and Culinary Creativity

- No mixing
- Baking experience not required
- Customizable
- Control how much you make
- Reduces labor costs
- No freeze/thaw process, minimizing prep time
- No messy counters, clean-up is a snap
- Refrigerate up to 9 months
- No preservatives
- No freezer-burn
- Chocolate chips in the batter
- Tastes #AMAZING



PRODUCT CODE	DESCRIPTION	PACK SIZE
732-0605	Ready to Bake Brownie in a Bag	4/4 lb. Pouches

