



CraftMark
| BAKERY |



PRE-DEPOSITED MUFFINS

A convenient, in-store bakery solution

- Ten popular flavors
- Available in 5.4oz and 4.5oz
- Certified Kosher

Frozen muffin batter is now available from CraftMark Bakery®. This premium, pre-deposited batter is made using the most advanced bakery technologies available.

- Muffins make up almost \$850MM of in-store bakery sales, up +8% over the prior year.¹
- Bakery breakfast, which includes sweet goods, donuts, muffins, and bagels is **enjoying a prolonged stretch of positive sales growth within the ISB**, likely the result of being a convenient option for consumers.²

¹ Power of Bakery 2019; American Baker's Association; Food Marketing Institute; Nielsen Retail Measurement

² Mintel – In-Store Bakeries – US – February 2019

BAKERY
REDEFINED

PRE-DEPOSITED MUFFINS

	CASE PACK	NET CASE WT (LBS)	GROSS CASE WT (LBS)	TI	HI
Pre-Deposited Muffins					
5.4oz. Blueberry	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Banana Nut	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Chocolate Chip	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Pistachio	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Double Chocolate	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Cinnamon Chip	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Lemon Poppy	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Almond Poppy	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Raisin Bran	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Bran	8 trays of 12 (96)	32.4	33.9	8	5
4.5oz. Blueberry	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Banana Nut	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Chocolate Chip	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Pistachio	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Double Chocolate	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Cinnamon Chip	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Lemon Poppy	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Almond Poppy	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Raisin Bran	8 trays of 12 (96)	27	28.5	8	5
4.5oz. Bran	8 trays of 12 (96)	27	28.5	8	5

MUFFIN FLAVORS



BLUEBERRY



BANANA NUT



CHOCOLATE CHIP



PISTACHIO



DOUBLE CHOCOLATE



CINNAMON CHIP



LEMON POPPY



ALMOND POPPY



RAISIN BRAN



BRAN