



CraftMark.
| BAKERY |



PRE-DEPOSITED FROZEN
**MUFFIN
BATTER**

A convenient, in-store bakery solution

- Fourteen delicious flavors
- Available in 5.4oz and 4.5oz
- Certified Kosher

CraftMark Bakery's pre-deposited frozen muffin batters are premium quality and available in the most popular varieties along with unique flavor profiles like Butter Rum and Turtle.

- 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

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REDEFINED

PRE-DEPOSITED FROZEN MUFFIN BATTER

	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
5.4oz. Carrot Cake	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Turtle	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Mocha Chip	8 trays of 12 (96)	32.4	33.9	8	5
5.4oz. Butter Rum	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

For more information on CraftMark Bakery's pre-deposited frozen muffin batters, contact:

Dave Burtraw: dburtraw@craftmarkbakery.com | 248.606.9818

Lori Smith: lsmith@craftmarkbakery.com | 330.607.1765

Vinod George: vgeorge@craftmarkbakery.com | 317.313.8798

Joe Hawkins: jhawkins@craftmarkbakery.com | 925.852.3572