WE PROVIDE PREMIUM CONVENIENCE.
Helping you elevate your bakery program

The competition for the on-the-go consumer continues to intensify. Gourmet coffee programs can now be found in a wide variety of concepts across several channels including convenience stores, quick service restaurants, bakery cafes and gourmet coffee shops. Many operators, however, have yet to upgrade their bakery offerings. To capture your share of this important market, stores must offer baked goods that are fast, portable, affordable – and most importantly – high quality.

This is where Prairie City Bakery can help. We have developed 4 turnkey programs, specifically designed to offer gourmet quality, convenience and ease of execution. We call it Premium Convenience and no other company offers it. On the pages that follow, we feature our full line of award-winning bulk and wrapped bakery items as well as our innovative merchandising solutions.

Thank you for considering Prairie City Bakery. With our breadth of great quality products, experience and expertise, we are confident that our programs will assist you with differentiating your offering, beating the competition and making your store an everyday destination.

We offer the following complete bakery programs.

- Foodservice
- Wrapped Breakfast
- Wrapped Snacks
- Dulce Pradera
- Merchandising Solutions
FOODSERVICE
We offer a 1-stop, bakery case solution to boost your sales!

Caramel Icing, Cream Cheese Smear, The BIG Cinnamon Roll
- 6 oz. rolls
- 108 pastry layers
- Delicious cinnamon paste throughout white icing, caramel icing, cream cheese smear
- Available in convenient 4-packs

Down Home Muffins
- 5 oz. muffins
- Premium Ingredients
- Baked in elegant tulip cups
- Packed in 4-count clam shells

Bake Shoppe Donuts
- 2.25 oz. – 4.50 oz. donuts
- Full-line solution with Classic and Premium options
- Fully finished, ready to serve
- Small pack sizes

Coffee House Danish
- Creamy Cheese, Red Raspberry
- 4 oz. Danish • Hand-braided and twisted
- 1.25 ounces of Neufchâtel Cheese or Raspberry filling
- Drizzled with sweet white icing

Ooey Gooey Butter Cake
- 2.25 oz. – 4.50 oz. cupcakes
- Unique, 2-layer dessert offering
- Rich and decadent flavor with broad appeal
- Skis and sell format for ultimate portion flexibility

Our full line of award-winning, thaw-and-sell Bake Shoppe products set the foundation for a successful foodservice program for your store with gourmet cafe quality. Our premium bulk products are packed in convenient 4- and 6-packs allowing you to use only what you need daily, reducing your number of stale. Add Prairie City Bakery’s foodservice expertise and smart merchandising displays and you’ve got yourself a winning, easy-to-execute Bake Shoppe design.
We offer the industry's most complete, premium wrapped breakfast program. Featuring colorful packaging with eye-catching designs, these signature wrapped pastries look great and taste even better! Carefully made with premium ingredients, our upscale offerings are the ideal on-the-go solution to pair with gourmet coffee. Customers can't wait to try these products when placed at the coffee bar.

**Cinnamon Roll**
- The Bigger BIG Cinnamon Roll
- 6 oz. roll  • 108 pastry layers  • Loaded with cinnamon paste throughout  • Drizzled with sweet white icing

**Coffee House Danish**
- Chunky Apple, Creamy Cheese, Red Raspberry
- 4 oz. Danish  • 108 layers of laminated dough  • 1.35 oz. of rich filling  • Drizzled with sweet white icing

**Strudel Sensations & Bearclaw**
- Apple and Maple, Cherry Cheese, Cinnamon Overload, Lemon Cheese, Strawberry Cheese, Bearclaw  • Bearclaw: 3.75 oz.  • Strudels: 4.50 oz.
- Rich, flaky dough  • Packed end-to-end with filling  • Sweet icing drizzled over the entire product

**Monster Muffins**
- Almond Poppyseed, Banana Nut, Blueberry, Chocolate Chip, Double Chocolate Chip
- 6 oz. monster muffins  • Giant sized for the ultimate muffin experience  • Loaded with nuts and fruit

**Down Home Muffins**
- All Butter, Marble
- 3.5 oz. cakes  • Tasty grab-and-go option  • Rich homemade taste  • Great for breakfast or an anytime snack

**Banana Nut Crunch, Bursting Blueberry, Cinnamon Crumb Cake, Creamy Cheese Strudel**
- 4.5 oz. muffins  • Premium, signature formulas  • Features gourmet toppings like sugar and cinnamon crumbles

**Pound Cake Slices**
- Almond Poppyseed, Banana Nut, Blueberry, Chocolate Chip, Double Chocolate Chip
- 6 oz. monster muffins  • Giant sized for the ultimate muffin experience  • Loaded with nuts and fruit

Customers can't wait to try these products when placed at the coffee bar.
WRAPPED SNACKS
Sweeten up your Snack Sales!
If you have a cash register, Prairie City Bakery has the program to maximize your impulse sales. No other company offers the wide range of award-winning products, innovative packaging, and smart countertop merchandising displays designed to maximize revenue in the smallest possible footprint.

1.25 oz. Chocolate Chip
Small cookie, big taste Perfect for kids’ meals
Great low cost option

3 oz. Chocolate Chip, Oatmeal Raisin, Mmm... Candy, Peanut Butter, White Macadamia Nut, Coconut Pecan (gluten free)
4 oz. Chocolate Chip, Chocolate Candy, Oatmeal Raisin, Peanut Butter Chocolate Chip

Made with real butter • Zero trans-fat
21 day shelf life • Free baked, hand-wrapped look
Soft, fresh ‘right out of the oven’ feel
Attractive, compact merchandiser

2 oz. cakes
Countertop best seller
Decadent and unique 2-layer treat
A gooey, flaky mixture of cream cheese and butter
Attractive, compact merchandiser

1 oz. sticks
Satisfies sweet and salty cravings
46 pieces per tub • Place next to the register for incredible impulse sales

2 oz. cakes
Countertop best seller
Decadent and unique 2-layer treat
A gooey, flaky mixture of cream cheese and butter
Attractive, compact merchandiser

3.5 oz. brownie • Made with real cocoa butter • Packed with moist, chocolatey flavor • Studded with chocolate chips
Attractive, compact merchandiser

Creamy Butter, Chocolate
1.16 oz. pieces
Regret-free indulgence at only 120 calories
Perfect for meal kits
Attractive, compact merchandiser

5 oz. cups
Coated with rich glass and packed with flavor • Convenient, portable, easy to eat on-the-go • Clear, stackable cups with pop-off lid • Unique Donut Holes Merchandising Rack
Also available in Clamshell (Old Fashioned only)

Big N’ Tudy Brownie
Blueberry, Cherry, Chocolate, Old Fashioned
3 oz. cups • Coated with rich glass and packed with flavor • Convenient, portable, easy to eat on-the-go • Clear, stackable cups with pop-off lid • Unique Donut Holes Merchandising Rack

Dipped Pretzel Sticks
Dark and White Chocolate
1 oz. sticks • Satisfies sweet and salty cravings
46 pieces per tub • Place next to the register for incredible impulse sales

Down Home Cookies
Ooey Gooey Butter Cake
Gourmet Fudge
Donut Holes Cups
Dipped Pretzel Sticks
Concha, (con-sha) Conchas are seashell shaped sweet breads that serve as a staple item in the Mexican culture. Enjoyable at breakfast or as a midday snack, panes dulces, or sweet rolls, will practically melt in your mouth!

Danes Cuerno, (danes kwerno) This Danes Cuerno pastry is similar to a European croissant with sweet dough and flaky layers of buttery goodness.

Puerquito, (pweh-ree-koe) The Puerquito is a fluffy, piglet-shaped cookie that has hints of brown sugar, cinnamon and molasses; giving it rich, brown coloring and sweet ginger-bread taste. Paired perfectly with coffee or tea.

Galleta, (gah-leh-tah) This Galleta tastes like a Mexican sugar cookie and melts in your mouth. With a smile made of sweet strawberry filling, it’s sure to make your customers happy.

Mantecada, (man-tay-cah’-dah) The Mantecada, shaped and textured like a traditional muffin, is a spongy pastry that tastes like Pound Cake with a hint of citrus. Great for breakfast or as a late afternoon snack.

Cuernitos, (koo-err’-nitos) This Cuernitos is a sugar croissant-like pastry composed of rich dough with an accent of pink frosting.

Meaning: Shell
Meaning: Danish Horn
Meaning: Pig
Meaning: Cookie
Meaning: Little Horns
Meaning: Sponge Cake

These hand-made, authentic Mexican baked goods feature a large 4 oz. size, a contemporary look and are individually packaged for on-the-go consumers. Perfect for the fast growing Hispanic Market, these traditional, high-quality items are sure to be a great addition to your product line.
**MERCHANDISING creates strong impulse purchases**

With our proven merchandising solutions and expert advice, Prairie City Bakery has everything you need to design a winning pastry program for your store. We offer a wide variety of attractive and space-conscious displays that are both highly effective and simple to execute. From our line of slant-back cookie racks, which take up only 3.5 inches of counter space, to our attractive woven basket countertop and floor racks, we have everything you need to move product and increase sales!

**4-Tier Floor Rack**
- Large enough to feature full line of Gourmet Wrapped Products
- Narrow width allows for versatility in placement
- Basket shelving provides a warm and inviting down home look
- Front rail for additional branding or price labels
- Feature Wrapped Breakfast, Dulce Pradera, or Wrapped Snack program
- Small footprint allows for placement on counters
- Basket shelving provides a warm and inviting down home look
- Place at the coffee station to entice impulse purchases

**3-Tier Counter Rack**
- Feature Wrapped Breakfast, Dulce Pradera, or Wrapped Snack program
- Small footprint allows for placement on counters
- Basket shelving provides a warm and inviting down home look
- Place at the coffee station to entice impulse purchases

**Bakery Cases**
- Available in 3 and 4-tiers
- Crystal clear, durable material
- Ambient, self-serve
- Includes tongs, header, and bakery case instructions
- Large enough to feature full line of Gourmet Wrapped Products
- Narrow width allows for versatility in placement
- Basket shelving provides a warm and inviting down home look
- Front rail for additional branding or price labels

**Ask our experts for assistance with plan-o-gramming, and find out how to get FREE product through our bakery case program.**
DAYS 1-3
THE COMPETITION
PRAIRIE CITY BAKERY
DAY 1
DAY 2
DAY 3

Keys to a Successful Prairie City Bakery Bulk Bakery Program

1. KEEP PRODUCTS FROZEN
Keep products FROZEN until ready to serve. Don’t store in your cooler or refrigerator. If you have a morning rush, just pull the product from the freezer, thaw for one hour, and sell.

2. THAW PRODUCT
Remove product from freezer and thaw at room temperature for 1 hour.

3. KEEP BAKERY CASE CLEAN
Customers eat with their eyes first and will be more likely to grab product from a clean case. Wipe down case with warm water only and a small amount of dish soap. Dry with soft cloth (never use abrasives, Windex or alcohol-based cleaning agents). Have tongs and paper available and face the products as necessary.

4. KEEP BAKERY CASE FULL DURING PRIME HOURS
Since the majority of Bakery Case sales are made between the 5:30 - 11:30 am hours, fill Bakery Case first thing in the morning and recheck throughout the morning hours for cleanliness and stock. Place new product behind old product for freshest sales. Towards the noon hour, consolidate trays and move product forward to a single shelf.

5. YOU WILL HAVE PRODUCTS LEFT OVER
You will have stales and you will WANT to have stales at the end of the day. Too few stales and you lose business by not having enough product out. Rule of thumb: Have approx. 8-9% stales daily. If you’re exceeding this, adjust your inventory accordingly.

Stale reduction tip: Discount the morning product after 12:00 noon.

In-Line Rack
- 2-Tier step rack with supportive back wall and non-slip ribbed base
- 2-ft. section fits perfectly in-line and shows breadth of offering
- Allow bakery items to be merchandised facing forward, helping boost sales
- Colorful branding strip increases visibility on shelf

Self-Merchandisers
- Convenient, compact, attractive
- Fits nearly any countertop
- Place near register, snack area, coffee station, or on shelf

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Snack Racks
- Big N’ Fudgy Brownie, Cookies, Fudge, Ooey Gooey Butter Cakes, Pretzel Sticks
- 2-Tier, 3-Tier or Quad Rack
- Small footprint allows placement on any counter
- Wood construction provides a warm, down-home feel
- Colorful header increases visibility
- Merchandise a variety of Cookies and Ooey Gooey Butter Cakes, the Big N’ Fudgy Brownie, or all three!

Cookie Warmer & Bags
- Holds our 1.5 oz. Chocolate Chip and 1.25 oz. Oatmeal Raisin cookies
- 3 sizes to choose from
- Impactful graphics to increase sales
- Designed to keep cookies warm and soft all day long

We pack them how you use them.
Just the right amount of product for every day!

Prairie City Bakery’s foodservice expertise and smart merchandising displays and you’ve got yourself a winning, easy-to-execute Bake Shoppe design.

Our premium bulk products are packed in convenient 4- and 6-packs allowing you to use only what you need daily, reducing your number of stales. Add Prairie City Bakery’s foodservice expertise and smart merchandising displays and you’ve got yourself a winning, easy-to-execute Bake Shoppe design.

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