

FOR PIZZERIAS

KRUSTEAZ
PROFESSIONAL

Ready to Bake
Brownies

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BATTER MATTERS



How to maximize
your dessert program



BATTER MATTERS



Your guide to offering
**PROFITABLE
FRESH-BAKED
DESSERTS**

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MATCH MADE IN A PIZZA OVEN

**Everyone wants brownies.
Now you can bake them in no time.**

So bag-to-pan easy.

Fast *and* tastes like scratch. Our easy-pour Brownie Batter in a Bag features premium ingredients, packaged with a new level of convenience and flexibility for pizza shops.



Bakes in a standard pizza oven

- Brownies bake up richer, denser and fudgier than others
- Consistent quality, no matter who bakes it
- Easy to customize with stir-ins
- Makes various sizes and shapes



**LESS LABOR – NO
MIXING, MESS OR
TRAINING**



**MORE FLEXIBILITY TO
CUSTOMIZE**



**ONE PRODUCT FOR
MULTIPLE BAKED GOODS**



**STREAMLINED
INVENTORY**



**REDUCED IMPACT
FROM SUPPLY-CHAIN
FLUCTUATIONS**



**10-MONTH REFRIGERATED
SHELF LIFE**



**OPEN BAGS STORE
FOR 7 DAYS**



A SWEETER DESSERT OPPORTUNITY

Consumers crave indulgence. And increasingly, something nostalgic – the comforting taste of home. Something made just for them. Fresh-baked brownies hit that sweet spot.



84% of consumers like/love brownies!

Brownies are the #5 dessert on menus

Datassential Snap! Brownie Report 2022

3 NEW WAYS to promote a customer favorite with Ready to Bake Brownies

1. Simply pour into a pan and pop in your pizza oven.
2. Stir in tasty ingredients from your inventory.
3. Bake into special sizes and shapes.

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FLEX YOUR VERSATILITY



Pizzeria operators are exercising greater flexibility than ever to meet the changeable demands in front of them. Help is here with new-to-the-world innovations.

Quickly meet the demand of last-minute orders.

The Krusteaz Professional team has listened to countless customers and field-tested our Ready to Bake Brownies extensively in pizza ovens and commercial kitchens. The result of our collaboration with you – the foodservice operator – is finally here.

POUR.



BAKE.



AMAZE!™



1. Make various sizes and shapes.

Pour one batter into new shapes for an added upcharge – no additional ingredients required!



2. Control each portion.

Bake and serve the portion size that fits your specific needs to minimize waste.

4

ways to flex your versatility with Ready to Bake Brownie Batter

3. Use plus-one creativity.

Add tasty inclusions on hand to build an infinite number of variations on a customer favorite, like bacon or cream cheese brownies.

View recipe ideas [here](#).



4. Skip the wait time.

Refrigerated batter doesn't need to be slacked out like frozen product – you can use it immediately. And training time is practically zero.

SERVE FRESH-BAKED BROWNIES IN NO TIME



Thanks to the latest baking innovation for pizza shops, you don't need additional labor or equipment to make perfect brownies.



READY TO BAKE BROWNIE BATTER = SO BAG-TO-PAN EASY!

NO measuring

NO mixing — and no mixer needed

NO training — new hires hit the ground running

NO thaw time required

NO messy countertops or bowls to clean

New to baking?

Ready to Bake Batters are a barrier-free entry point for serving fresh-baked desserts that boost check totals. Simply POUR. BAKE. AMAZE!™

Already baking?

Switch to our no-thaw, easy-pour batter in a bag and add up the labor savings. This is the product solution designed for flexibility and field-tested in pizza ovens.



FOOD SAFETY IS IN THE BAG



Need a low-labor, food-safe option for serving fresh-baked desserts? It's in the bag! Ready to Bake Brownie Batter is designed for pizzeria efficiency. Start building profitable meal deals in no time!



Vacuum-sealed pouches prevent cross-contamination



Eliminates food-safety risks associated with scratch baking



Patent pending technology allows for food safe batters with no preservatives



Product stays fresh for 4 days, tightly wrapped



10-month refrigerated shelf life!



A QUALITY INNOVATION

Our Ready to Bake Brownie Batter features premium ingredients that let you quickly and easily bake brownies hot and fresh from your standard pizza oven. Customers will think they took much more work than they did – and pay a premium accordingly.

You can see the quality right from the bag.

The batter is thick and glossy with high viscosity and real chocolate chips. Brownies bake up richer, denser and fudgier than others from frozen.



HOW FRESH WINS OVER FROZEN



No thaw/slack time required

Portion out to meet demand

Bake into custom sizes and shapes

Consistent bakery quality, no matter who bakes it!

Fresh from the oven

Fudgy, scratch quality



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BROWNIES AS BUSINESS BUILDERS

Fresh-baked brownies can boost incremental sales and check averages for pizza shops.

NEW Brownie Batter in a Bag gives you more flexibility than frozen product.

It bakes up perfectly fudgy in the pizza oven — no special training required!

Stir in pizza toppings to create something new, like bacon brownies or tropical pineapple brownies.

Promos to profit.

Feed the impulse. Place prepacked brownies by the register. Feature brownies prominently on your website and online ordering apps.

Foster FOMO. Menu brownie specials with seasonal and special flavors.

Bundle up. Include brownies with your bundled-meal promotional packages.



TRY NEW ADD-INS

Swirl in multiple baking morsels, candies, nuts, cookie crumbles, marshmallow or cream cheese.



PLAY WITH PORTIONS

Offer sizes to feed entire families and individual snackers alike.



CORNER THE MARKET

Many brownie lovers love corners. Configure your bakes to maximize corners.



MAKE IT SPICY

Stir in jalapenos, adobo chili powder, paprika, cumin, cayenne or curry powder.

NOW IT'S YOUR TURN TO

POUR. BAKE. AMAZE!™

We'd love to hear how you are
AMAZING your customers.

Drop us a line at krpro@krusteaz.com to
share your creations or ask a question!

KRUSTEAZ
PROFESSIONAL®

On-trend, creative baking mix solutions
backed by exceptional culinary support and
over 90 years of baking expertise.

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THANK
YOU

