

**KRUSTEAZ**  
PROFESSIONAL

**Ready to Bake  
Batters**

.....

# BATTER MATTERS



How to maximize your  
baked goods program



**KRUSTEAZ**  
PROFESSIONAL  
**Ready to Bake  
Batters**

# BATTER MATTERS

Your guide to serving the most  
delicious, profitable baked goods.

**No training required!**



## TABLE OF CONTENTS

Serve fresh baked goods in no time.

3

A sweeter opportunity.

4

Flex your versatility.

5

Waste not, have it all.

6

Serve fresh baked goods  
without extra labor.

7

Scratch, or speed-scratch?

8

Food safety's in the bag.

9

A culinary solution.

10

How to get a 5-star review.

11

# SERVE FRESH BAKED GOODS IN NO TIME.



**Ready to Bake Batters keep the chef one step ahead like never before.**

## Help is here.

As chefs face new levels of operational challenges – from training limitations to a need for greater flexibility and resilience – they are not alone. Foodservice innovators are keeping pace with products that taste like a labor of love, minus the extra labor.



### **Brownie Batter**

Easy to include stir-ins  
Makes various sizes and shapes



### **Cake•Muffin Batters**

One batter for cakes, cupcakes and muffins  
Holds inclusions and fillings well

**KRUSTEAZ**  
PROFESSIONAL  
**Ready to Bake  
Batters**



**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**



**8-10 month refrigerated shelf life**



**Open bags store for 7 days**

# A SWEETER BAKED-GOODS OPPORTUNITY.



Consumers crave indulgence. And increasingly, something nostalgic – the comforting taste of home. Something made just for them. Cakes, muffins and brownies, especially, hit that sweet spot.

## BROWNIES



**84% of consumers like/love brownies!**

**Brownies are the #5 dessert on menus**

Source: Datassential Snap! Brownie Report 2022

## CAKES



**79% of consumers like/love cake!**

**Cake is the #2 dessert on menus**

Source: Datassential Snap! Cake Report 2022

## MUFFINS



**77% of consumers like/love muffins!**

**Muffins are the #1 breakfast baked good**

Source: Datassential Snap! Muffin Report 2022

**25% of operators who don't menu brownies say the opportunity to use a ready-to-bake batter has them considering it.**

**KRUSTEAZ**  
PROFESSIONAL  
**Ready to Bake  
Batters**

# FLEX YOUR VERSATILITY



Foodservice operators are exercising greater flexibility than ever to meet the changing 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 new products extensively in foodservice kitchens. The result of our collaboration with you – the foodservice operator – is finally here.

**POUR.**



**BAKE.**



**AMAZE!**



**Use one batter to make various sizes and shapes.**

No need for multiple products or special equipment. Try new shapes for a unique twist and added upcharge – no additional ingredients required!



**Control each portion.**

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

# 4

## WAYS TO FLEX YOUR VERSATILITY WITH READY TO BAKE BATTERS.

**Customize without adding inventory.**

Use ingredients and inclusions on hand to build an infinite number of variations on cake, muffins and brownies. From cookie butter brownies to dulce de leche cake – just add your creativity.

[View recipe ideas here.](#)



**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.

# WASTE NOT, HAVE IT ALL.



Today's consumers are seeking out foodservice operations with a sense of social responsibility. And operators need more efficiency than ever. Luckily, there are innovative products that address both needs!

## The state of food waste.

**Discarded food is the No. 1** most common material in U.S. landfills.

When food is wasted, **so are the resources** that were needed to produce it at every step: water, land, energy, labor and capital.

**Food in landfills generates greenhouse gas emissions** and exacerbates the climate crisis.

Sources: EPA Report, November 2021: "From Farm to Kitchen: The Environmental Impacts of U.S. Food Waste"  
[www.un.org/en/observances/end-food-waste-day](http://www.un.org/en/observances/end-food-waste-day)

✔ **Achieve bakery quality results, no matter who's baking.**

Patent-pending batters are extremely forgiving!

✔ **Sell 100% of every batch.**

✔ **Keep product fresher, longer.**

Our batters have an 8-10 month refrigerated shelf life; baked product stores up to 5 days, when tightly wrapped.

## 5 WAYS TO SLASH WASTE.

Ready to Bake Batters allow you to cut out food waste as you create custom cakes, muffins and brownies.

✔ **Bake only what you need.**

✔ **Incorporate ingredients that would otherwise go to waste.**

For example, use ripe fruit or carrots to create signature LTOs.

# SERVE FRESH BAKED GOODS WITHOUT EXTRA LABOR.



Thanks to the latest baking innovations, you don't need a pastry chef to make perfect baked goods. You don't need any additional staff, for that matter!

**READY TO BAKE 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**



## **Already baking?**

Time saved from prep frees your staff to create menu items that can differentiate your operation from the competition.

## **New to baking?**

Ready to Bake Batters are a barrier-free entry point for serving fresh-baked cakes, muffins and brownies without extra labor or equipment. Simply POUR. BAKE. AMAZE!™

**KRUSTEAZ**  
PROFESSIONAL  
**Ready to Bake  
Batters**

# SCRATCH, OR SPEED-SCRATCH?



**Good chefs don't cut corners. They just know where to focus their creativity – and where to get a boost from speed-scratch products that are designed to replicate the fresh-baked experience. Here's how.**



## Save labor on the basics.

Diners see your finishing flourishes first – and will remember them the longest. **Speed-scratch the basics to save time for signature touches.**

## Put products to the test.

Some products simply aren't worth it. Some are so worth it they will change how you think about baking, like Krusteaz Professional Ready to Bake Batters – created side-by-side with chefs and extensive field testing. All with a patent-pending production process that allows for no preservatives and an 8-10 month refrigerated shelf life.

### Brownie Batter in a Bag

- Perfect paper top
- Chewy, fudgy texture
- Chocolate chips in the batter

### Cake•Muffin Batter in a Bag

- Bakery-quality
- Cake cuts cleanly
- Muffins with great height & crowns



## Add your signature.

Swirl Ready to Bake Batters with liquid mix-ins like raspberry puree. Stir in signature items like toffee bits or roasted pecans. Bake into any size or shape brownie, cake, muffin or cupcake you desire. Now it's all yours!



# FOOD SAFETY IS IN THE BAG.

- ✓ 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
- ✓ Safe portability for on-site catering prep
- ✓ Product can be prepared and stored for up to 5 days (tightly wrapped) in advance of events



Need a low-labor, food-safe option for serving fresh baked cakes, muffins and brownies? It's in the bag! Ready to Bake Batters are ideal for dine-in, carryout, food truck and catering menus.



**KRUSTEAZ**  
PROFESSIONAL  
**Ready to Bake  
Batters**

# A CULINARY SOLUTION.



**Our Ready to Bake Batters feature premium ingredients that let you quickly and easily produce bakery quality cakes, muffins and brownies fresh from your own ovens.**

**CONSISTENT BAKERY QUALITY, NO MATTER WHO BAKES IT!**

**BAKEABLE AT ANY ALTITUDE**

**NO PRESERVATIVES**

**BAKE IN ANY SIZE/SHAPE**

**8-10 MONTH REFRIGERATED SHELF LIFE**

**STORES FOR UP TO 5 DAYS WHEN BAKED & WRAPPED**



## Ready to Bake Brownie Batter

**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 dry mixes or commercial bakeries.



## Ready to Bake Cake•Muffin Batter

**Our Cake•Muffin Batter is one batter that produces several baked goods.** Tender, bakery-quality cakes and cupcakes; or muffins with great height and crowns. The batter holds inclusions exceptionally well and cakes slice neat and clean.



# HOW TO GET A 5-STAR REVIEW.

Some things are too good not to share. Today, that often means snapping a pic of perfectly-plated cake and posting on social media. When you begin with Ready to Bake Batters, you'll have more time to master the finishing touches that make your desserts and baked goods fan favorites.



## Master the food-styling basics.

Beautiful presentations enhance perceived plate value and turn your food into social-media stars.

Make sure your food is displayed under flattering lighting

Serve brownies and cakes atop a swirl of sauce – fruit, white chocolate, even softened ice cream

Garnish with whipped cream and a sprig of fresh mint or seasonal fruit

Create height on the plate by resting one slice against the other



## Help customers spread the word.

Encourage people to share their love of your eye-catching, craveable desserts and baked goods.

Promote over-the-top LTOs like towering sundaes on social media

Offer discounts to those who refer friends via social media

Add table tents that encourage customers to share photos and tag your operation



THANK YOU

**KRUSTEAZ**  
PROFESSIONAL  
Ready to Bake  
Batters

NOW IT'S YOUR  
TURN TO  
**POUR.  
BAKE.  
AMAZE!**<sup>TM</sup>

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

Drop us a line at  
[KRPro@krusteaz.com](mailto: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.

