

# New Product Introduction

## Done Right

Place & Bake Muffins Launch

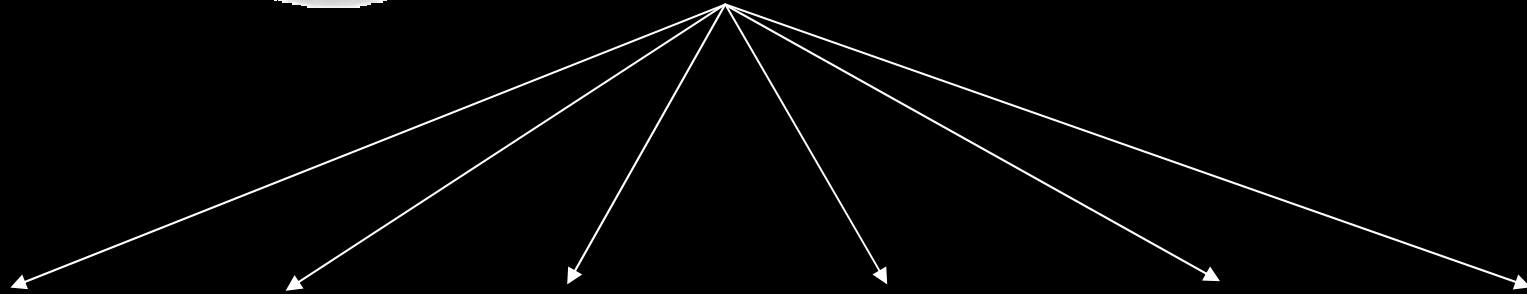
Presented by:  
Stephanie Bailey  
Susan Kujava  
Mike Riley



# Agenda

- Opportunity - Susan Kujava, General Mills
- Field Execution - Stephanie Bailey, General Mills
- Distributor Execution - Mike Riley, Pocono Produce Company
- Product Demo - Don McComas, MB, General Mills & Doug Petruzzi, CEC, Pocono Produce
- Future & Key Takeaways - Mike Riley, Pocono Produce
- Questions and Answers - Team

# How to develop a product to offer across all segments??



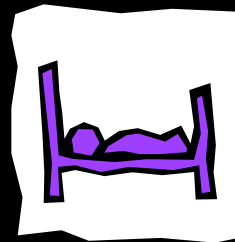
**K-12  
Schools**



**Colleges &  
Universities**



**Healthcare**



**Lodging**



**Business &  
Industry**



**Restaurants**

# Opportunity

## Muffin Category



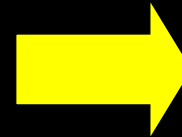
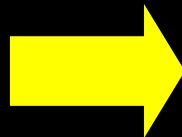
# Insights

- **2/3 of Foodservice Operators Serve Muffins**
- **Operators Get Credit For Baking Muffins/baked goods**
- **Frozen Batters Offer Great Quality, But Can Be Cumbersome To Use**
- **Warehouse / Backroom Storage Space Is Tight**
- **% of Unskilled Labor in Operations growing each year**

# Concept



**Place & Bake  
Muffins**



- 1.5 oz frozen “pucks” of muffin batter
- 7 Mix / Match flavors
- First to market, patent pending technology

# Collaborative Development

- Key Customers / Brand Champions
  - Confirmation of product value
  - Optimization of line offering
  - Early demand creation
- Field Sales Placement
  - Product Placement / Customer Trial Runs
  - Create product champions in the field

# Benefits

“Fresh Baked Muffins Easy as 1, 2, 3”

1. Easy Prep

- No need to thaw or measure

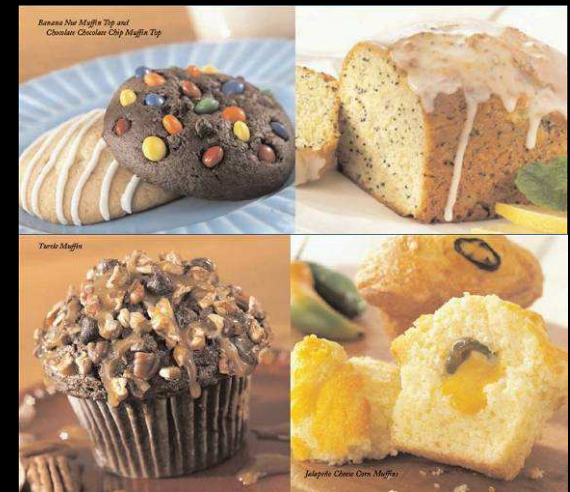
2. Easy Variety

- One form – multiple sizes and flavors
- Customization

3. Easy Savings

- Time – faster prep
- Dollars – competitively priced
- Waste – bake only what you need

Endless variety



Multiple Sizes



# Field Execution

## Stephanie Bailey

- Plan
- Tools/Support
- Implementation

# Implementation

- Organized POS & samples for Product demo at Pocono Produce.
- SMA & I planned presentation & product demo. Arrived early to bake the Place & Bake pucks with variations, showing the Easy as 1,2,3 Concept.
- Pocono asked 8 employees to taste & see the product demo including Purchasing, Sales, Culinary & Marketing.
- Mike & team took time to watch the Video, review all materials, & discuss how this product could work for the Pocono customers.
- IFDA Conference discussion & President of Pocono Produce decision to market product launch in a big way = Truckload of product purchased

# The Plan

- Pocono Produce has a customer base that includes a high % of restaurants & resorts.
- Place & Bake Muffins have the ability to offer an easy concept for BOH labor & sweet & savory applications.
- SMA to spread the news about an exciting new product & program. Set appt. for Pocono staff to be available for tasting, especially Chef Doug.
- Organize Visual lay out Samples, POS, & Coupon to attract attention
- Demonstration of Ease to prepare Place & bake product from frozen state to 5 recipes baked & plated within 45 minutes.

# Right Support

- GMI sales training
- How-to-Use video
- Distributor Incentive
- Operator Rebate
- Trade Advertising
- Direct-to-Operator

**FREE CASE OFFER**

Place & Bake Muffins

Buy 1 case, Get a second case **FREE!** (After Rebate)

Simply purchase Pillsbury® Place & Bake® Muffins between FEBRUARY 1, 2007 and APRIL 30, 2007 and we'll reimburse you for the cost of one case (up to \$40)\*.

**1 PURCHASE** two cases of one Pillsbury Place & Bake Muffins between FEBRUARY 1, 2007 and APRIL 30, 2007 and we'll reimburse you for the cost of one case (up to \$40)\*.

**BUY ONE CASE, GET ONE FREE!**

Check your purchase flavor(s):

Buttery  
 Chocolate Chocolate Chip  
 Lemon Poppy Seed  
 Banana Nut  
 Corn  
 Raisin  
 Basic

Cost of One Case/Total Rebate \$ \_\_\_\_\_

\*You may use 1 Pillsbury Place & Bake Muffins to be reimbursed for another case (not a combination of different cases) and the first.

**2 COMPLETE this form** (photocopies are not allowed):

Check Here I am a Professional Operator in the following segment (Please check only one):

College & University  Lodging  B & B  Healthcare  K-12 Schools

Restaurant  Other (Please specify) \_\_\_\_\_

Establishment \_\_\_\_\_

Chain/Food Management/Buying Group \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Street Address (No P.O. Boxes) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

Primary Distributor \_\_\_\_\_

DGR Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

Street Address (No P.O. Boxes) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Operator Signature (Required) \_\_\_\_\_

How did you receive this rebate form?  DGR  Broker  General Mills sales rep

Unknown  Other (Please specify) \_\_\_\_\_

Would you like a General Mills sales rep to contact you?

Yes (Circle reply)

**3 MAIL** this form along with your proof of purchase to:

General Mills Sales & Foodservice  
 P.O. Box 72722  
 Dept. 818-007  
 Minnetonka, MN 55072-0722

**MAIL ADDRESS MUST BE POSTMARKED AND DATED WITHIN 90 DAYS.**

**To RECEIVE Your Rebate:**

- Purchase Pillsbury Place & Bake Muffins from 1/1/07 through 4/30/07.
- Rebate form must be postmarked on or before 4/30/07.
- Rebate form must be received by General Mills.
- Not available in operations buying products under contract.
- Fill out this form completely. Operators not authorized to photocopy and/or alter original rebate form. Rebate form will be mailed to operator only.
- Operator signature required.
- Must attach one receipt or receipt with a copy of a purchase order (must be signed by operator) or other proof of purchase (must be signed by operator) for each case. Receipts or purchase orders of this nature will be accepted.
- Photocopies or mechanical reproductions of this rebate will be accepted.
- Allow 4-6 weeks for processing.

©2007 General Mills 50072004 4/1/06

Operator  
Rebate

New Pillsbury® Place & Bake®  
Oven-fresh muffins made easy.

With Place & Bake™ muffins, you can bake fresh muffins in only 10 minutes and have them ready to eat. To learn more, call 1-800-883-2522.

**Pillsbury**

**GENERAL MILLS**  
FOODSERVICE

1-800-883-2522

Success Starts Here.

Print  
Advertising

# Pocono Produce Sales Meeting

- Teamed with Mike Riley to develop exciting sales meeting with 3 Top Goals:
  - Ease of Sale to Pocono's customers - BOGO
  - Buy in of entire team to sell TL of Place & Bake
  - Sales Force would be fully trained to show & bake the product for customers.

\*\*DSR's were divided into teams to bake recipes in the training room & present to rest of sales force the team's achievements

\*\* Prizes & Kick off of Super DSR Promotion

Pocono Food Show: Pillsbury Doughboy offered samples of Place & Bake muffins to attendees

# Operator Sell-in

## Mike Riley

- Reaching the DSR
- Reaching the Operator
- Success

# Product Demo

- Don McComas & Doug Petruzzi

# Future Place & Bake Platform developments



Cinnamon  
Rolls



Biscuits



Muffins



Cookies



Scones

- Bundle products with “Place & Bake” benefits
- NEW Website  
[www.pillsburyplaceandbake.com](http://www.pillsburyplaceandbake.com)
- Current Summer 2007 Follow up BOGO coupon

# Key Takeaways

- **No commodity categories, only commodity thinkers**
- **Simple ideas fueled with deep insights deliver big results**
- **Customer collaboration takes an idea from good to great**