



Gourmet Bakery Solutions

Deliciously Convenient



Premium convenience to delight your customers

The competition for the on-the-go consumer continues to intensify.

On-the-go consumers won't sacrifice quality for convenience. That's where Prairie City Bakery comes in. We can help upgrade your operation with easy-to-execute solutions that make your stores a delicious destination. We call it "premium convenience" and your customers expect nothing less. Our collection of fast, portable, affordable – and most important – high quality sweet baked goods can elevate your offering to meet the needs of today's fast-paced customers.



**We offer the following
complete bakery solutions:**

FOODSERVICE

WRAPPED SNACKS

MERCHANDISING





Foodservice



Fresh bakery solutions that elevate your sales

Prairie City Bakery offers café quality that fits any operation. Our premium bulk donuts and pastries take the worry out of your breakfast. Packed in convenient 4- and 6-count packs, you simply use what you need every day with minimal waste or stales. Our Belgian-style waffle carrier brings a new sandwich experience that will surprise and delight your customers. Add Prairie City Bakery's foodservice knowledge and smart merchandising solutions, and you've got a winning, easy-to-execute foodservice program.

Down Home Muffins

Banana Nut, Blueberry, Cinnamon Cream Cheese, Tuxedo (Cream Cheese & Chocolate Chip)

- 5 oz. muffins
- Premium ingredients
- Baked in elegant tulip cups
- Packed in 4-count clam shells



Sweet Cinnamon Rolls

- **Award winning** cinnamon rolls
- Premium ingredients
- Baked in elegant tulip cups
- Packed in 4-count clam shells



Bake Shoppe Donuts

Classic: Glazed Apple Fritter, Chocolate Iced Cake, Chocolate Iced Glazed Yeast, Glazed Cinnamon Roll Donut, Glazed Yeast, Old Fashioned

Premium: Powdered Jelly Bismarck, Glazed Apple Fritter

Jumbo: Iced Maple Unfilled Lohn John, White Iced Crème Filled Long John with Chocolate Sprinkles, Chocolate Iced Custard Filled Long John with Icing Drizzle

Bulk Donut Holes: Old Fashioned

- 2.25 oz. – 4.90 oz. donuts
- Full-line solution with Classic options
- Full line donut solution
- Packed in convenient 4, 5, & 6-packs



Maple Sandwich Waffle

- Belgian Waffle made using a traditional Liège recipe
- Great vehicle for any desired protein
- 10g of whole grains per serving
- One flat side for ease of layering



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.

Down Home Cookies



3 oz. Down Home Chocolatey Chunk, Oatmeal Raisin, Mmm...Candy, Peanut Butter, White Macadamia Nut

4 oz. Super-Sized Down Home Chocolatey Chunk, Oatmeal Raisin, Chocolate Candy, Peanut Butter Chocolate Chip

- Both sizes are made with real butter and zero trans fat, and have a 21-day shelf life
- Both have a soft, fresh “right from the oven” taste with a hand-wrapped look
- Packed in an attractive, compact merchandiser for easy display
- All cookies are individually wrapped with a scannable label

3 oz. 48 Count Bulk Pack Chocolatey Chunk, Mmm...Candy

- Our most popular flavors are individually wrapped and labeled, and sold in a bulk pack
- Allows for merchandising with a Prairie City Bakery rack or in your own system



Ooey Goopy Butter Cakes



Original, Lemon, Cinnamon, Chocolate Chip, Sea Salt Caramel, Peanut Butter Chocolate Chip, Key Lime, Birthday Cake

- **Award winning** snack cakes
- 2 oz. cakes
- Countertop best seller
- Decadent and unique 2-layer treat
- Attractive, compact merchandiser
- 60-day shelf life

Down Home Delights Dessert Bars

Chocolate Almond Coconut, Oatmeal Carmelita, Apple Cinnamon Crumble

- **Award winning** dessert snacks
- Packed with high-quality ingredients
- Resembles the desserts you grew up loving
- Attractive, compact merchandiser
- 30-day shelf life



Sweet Walkin' Wafel™ Drizzled Delights

Birthday Cake, Caramel Smoothie, Dark and Chocolatey

- Sweet wafel drizzled in icing
- A portable breakfast snack
- Attractive packaging
- Compact counter merchandiser



Ooey Goopy Lava Cakes

Fudge, Salted Caramel, Peanut Butter

- **Award winning**, fudgy cake with icing
- Incredible impulse purchase
- Attractive, compact merchandiser
- Great in a warmer oven or at room temperature
- Individually wrapped with scannable label
- 30-day shelf life



Wrapped Snacks



Coffee House Pound Cake

Iced Lemon, Chocolate Iced Chocolate
Banana Chocolate Chip

- 4 oz. cakes
- Incredibly moist & delicious
- Bright, transparent packaging
- 45-day shelf life



Coffee House Muffins

Banana Nut, Blueberry

- 4 oz. muffins
- Bright, transparent packaging
- Loaded with nuts and fruit
- 45-day shelf life



Monster Muffins

Banana Nut, Blueberry, Chocolate Chip

- 6 oz. muffins
- Giant sized for ultimate muffin experience
- Loaded with nuts, fruit, & chocolate
- 45-day shelf life



Donut Hole Cups

Old Fashioned, Blueberry, Chocolate French Toast

- 5 oz. cups
- Coated with rich glaze and packed with flavor
- Convenient, portable, easy to eat on-the-go
- Clear, stackable cups with pop-off lid
- Unique Donut Holes merchandising racks
- 14-day shelf life



Soft Frosted Cookie

Pink Celebration

- Incredibly soft sugar cookie
- Sweet, buttery icing with sprinkles
- Compact 10-count box
- Incredible 30-day shelf life



Big n' Fudgy Brownie

3.5 oz. Brownie

- Made with real cocoa butter
- Packed with moist, chocolatey flavor
- Studded with chocolate chips
- Attractive, compact merchandiser
- 45-day shelf life



Merchandising



Smart 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 racks, we have everything you need to move product and increase sales!

Bakery Cases



Ask our experts for assistance with plan-o-gramming, and find out how to get FREE product through our bakery case program.



- Available in 3- and 4-tier
- Crystal clear, durable material
- Ambient, self-serve
- Includes tongs, header, and bakery case instructions



Counter Racks



3-Tier Counter Racks

- Features our indulgent Wrapped Snacks 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



Self Merchandisers



Pink Celebration Cookies, Big n' Fudgy Brownies, Ooey Gooney Butter Cakes, Sweet Walkin' Wafel Drizzled Delights, Down Home Cookies, Lava Cakes

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

Clip Strip



- Holds 12 cakes
- Easy to feature all Ooey Gooney Butter Cake flavors
- Place on racks, next to register, wherever!

Snack Racks



2-Tier, 3-Tier Universal, or 3-Tier Wire Combo rack

- Small footprint allows placement on any counter
- Universal rack fits Ooey Goopy Butter Cakes, Lava Cakes, Sweet Walkin' Wafel Drizzled Delights, and Down Home Delights
- Wire frame is sturdy and durable
- Colorful header increases visibility
- Merchandise a variety of Cookies and Ooey Goopy Butter Cakes, Big n' Fudgy Brownies, or all three!



Cookie Racks

- Small footprint allows placement on any counter
- Wood construction provides a warm, down home feel
- Colorful header increases visibility
- Merchandise a variety of cookies



Donut Hole Displays

Acrylic Counter Rack, Wire Table Top Rack, Hanger Rack

- Flexibility to place anywhere in store
- Displays all flavors of donut holes
- Attractive presentation for customers



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

All of our bulk and individually wrapped 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 solution.



Keys to a Successful Prairie City Bakery Bulk Bakery Program

1. Keep Product 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 refill.

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.





Gourmet Bakery Solutions
Deliciously Convenient

Prairie City Bakery
100 Fairway Drive #138
Vernon Hills, Illinois 60061

For more information, contact us at 1-800-338-5122

www.pcbakery.com