



GRAB & GO

BREAKFAST SANDWICH INSPIRATION GUIDE

*Tips & easy recipes for delicious
quick service-style breakfast sandwiches*



THE BREAKFAST SANDWICH OPPORTUNITY

Breakfast sandwiches are the top growing item on menus.¹ Not only that, they're easy, customizable, and great for grab 'n go formats. Make a simple and delicious version using the top three breakfast sandwich ingredients—bacon, eggs and cheese—or add options with different proteins, veggies and sauces.² By introducing or expanding breakfast sandwich offerings at your operation you can benefit from current trends, satisfy patrons, drive traffic and increase your bottom line.

Your Recipe for Success

This guide contains tips, information, ideas and easy recipes to help you bring breakfast sandwiches to your operation.

¹NPD GMI Commercial Topline – SON'17

²Technomic, Menu—powered by Ignite Base: 696 Menu Items across 340 operators in Q3-17 to Q3-18





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60%

of items should be must-haves—items that are most popular among consumers.

- Breakfast Sandwiches
- Muffins
- Cookies

Versatility

Offer the same croissants and biscuits you use for breakfast sandwiches as add-on items.
Increased versatility = reduced waste!

Tip

As “must-have” items, breakfast sandwiches should be a large part of your offerings!

THE BREAKFAST BREAKDOWN

How to strategically menu breakfast items

30%

of items should be add-ons, items that round out your offerings.

- Croissants
- Biscuits
- Danish
- Cinnamon Rolls
- Scones
- Sweet Breads

Hot idea

Use ingredients that are gaining in popularity! Try sriracha, scallions, arugula, pork or fontina cheese on classic breakfast sandwiches.¹

10%

of items should bring differentiation to your operation.

- Use our recipes to add a signature twist to your breakfast sandwiches and other baked goods!

WHAT CONSUMERS ARE LOOKING FOR:

Beyond simply a breakfast sandwich to complement their morning coffee, consumers are looking for specific qualities in the items they purchase.

✓ FRESHNESS

- Use “Baked Fresh Here” or “Baked Fresh Onsite” signage.
- Serve breakfast sandwiches and bakery items warm.



- Fresh-baked aroma: make sure your operation smells like fresh baked items.
- Use transparent or earth-tone packaging—your items should be the center of attention!

✓ MARKETING TACTICS



CROSS-SELL



TRIAL DRIVERS



ONGOING VARIETY & NEWS



ATTRIBUTES CONSUMERS ARE SEEKING

✓ HIGH QUALITY ITEMS



General Mills has a portfolio of high-quality fresh baked goods to meet your needs and drive revenue.

Back of House Handling

Baked or unbaked, our biscuits, breads and croissants are high-quality and handle well back of house. General Mills products are known for:

- Versatility
- Consistency
- Tolerance

Quality Consumers Seek

Our bakery items consistently deliver on the attributes consumers are seeking:

- Taste
- Texture
- Appearance

Keep it hot!

To increase hold time, use individual silver sandwich wrap squares.

H A M , E G G & C H E E S E

BISCUIT WAFFLE SANDWICH

Pillsbury™ Southern Style Easy Split™ Biscuit Dough baked in a waffle iron transforms the ham, egg and cheese breakfast sandwich into something unique.

YIELD: 1 SERVING (1 SANDWICH EACH)

INGREDIENTS

WEIGHT MEASURE

PREP

Pillsbury™ Southern Style Easy Split™ Biscuit Dough (06249) 3.17 oz 1 each

ASSEMBLY

Eggs, whole, large 4 oz 2 each
Swiss cheese slice 1 each
Deli ham slices 2.5 oz 2 each

DIRECTIONS

PREP

1. Thaw biscuit dough covered, either at room temperature 15-30 minutes until flexible or overnight under refrigeration.

ASSEMBLY

1. Prepare eggs as scrambled, fried, etc.; keep warm.
2. Place biscuit onto well-oiled waffle iron, preheated to 375°F; bake 60-90 seconds until golden brown.
3. Split biscuit waffle into top and bottom halves; layer in eggs, cheese and ham.
4. Serve warm or cold if desired.

NUTRITION

1 SANDWICH Calories 620 (Calories from Fat 310); Total Fat 34g (Saturated Fat 17g, Trans Fat 0g); Cholesterol 480mg; Sodium 1870mg; Total Carbohydrate 37g (Dietary Fiber 1g, Sugars 5g); Protein 40g

% DAILY VALUE: Vitamin A 15%; Vitamin C 0%; Calcium 25%; Iron 25%;

EXCHANGES: ½ Starch, 2 Other Carbohydrate, 2½ Very Lean Meat, 2½ Medium-Fat Meat, ½ High-Fat Meat, 3 Fat

CARBOHYDRATE CHOICES: 2½



CLASSIC BACON, EGG & CHEESE

BREAKFAST SANDWICH

Your classic bacon, egg and cheese breakfast wrapped in a Pillsbury™ Croissant for an easy grab-and-go option.

YIELD: 1 SERVINGS (1 SANDWICH EACH)

INGREDIENTS

	WEIGHT	MEASURE
Pillsbury™ Croissant Baked Plain	2.5 oz	1 each
Pinched Sliced 2.5 oz (32103) thawed and heated		

ASSEMBLY

Egg, whole, large	2 oz	1 each
Bacon slices, cooked	1 oz	2 each
American cheese slice	1 oz	1 each

DIRECTIONS

1. Scramble egg, or cook to order as desired, and place on bottom piece of a warm croissant.
2. Add 2 slices cooked bacon, a slice of cheese and the top piece of croissant; serve warm.

NUTRITION

1 SANDWICH Calories 580 (Calories from Fat 330); Total Fat 37g (Saturated Fat 15g, Trans Fat 0g); Cholesterol 270mg; Sodium 1290mg; Total Carbohydrate 36g (Dietary Fiber 1g, Sugars 7g); Protein 27g
% DAILY VALUE: Vitamin A 15%; Vitamin C 0%; Calcium 40%; Iron 15%;
EXCHANGES: 1½ Starch, 1 Other Carbohydrate, 2½ Medium-Fat Meat, ½ High-Fat Meat, 4 Fat
CARBOHYDRATE CHOICES: 2½



CLASSIC SAUSAGE, EGG & CHEESE

BREAKFAST SANDWICH

Your classic breakfast sandwich with 4 simple ingredients. A Pillsbury™ Southern Style Easy Split™ Biscuit, sausage patty, an egg and cheese.

YIELD: 1 SERVINGS (1 SANDWICH EACH)

INGREDIENTS	WEIGHT	MEASURE	DIRECTIONS
PREP			PREP 1. Thaw biscuit dough, covered either at room temperature 15-30 minutes until flexible, or refrigerate overnight. 2. Bake as directed on package; keep warm for assembly.
Pillsbury™ Southern Style Easy Split™ 3.17 oz Frozen Biscuit Dough (06249)	3.17 oz	1 each	
ASSEMBLY			ASSEMBLY 1. Scramble egg, or cook to order as desired, and place on bottom piece of a warm biscuit. 2. Add a warmed sausage patty, a slice of cheese and the top piece of biscuit; serve warm. <i>Tip: Swap traditional breakfast meats for smoked sausage, fried chicken or a chicken patty. They also pair well with an egg and cheese.</i>
Egg, whole, large	2 oz	1 each	
Sausage patty, cooked		1 each	
American cheese slice	1 oz	1 each	

NUTRITION
1 SANDWICH Calories 610 (Calories from Fat 370); Total Fat 41g (Saturated Fat 20g, Trans Fat 0g); Cholesterol 265mg; Sodium 1730mg; Total Carbohydrate 36g (Dietary Fiber 1g, Sugars 4g); Protein 23g
% DAILY VALUE: Vitamin A 15%; Vitamin C 0%; Calcium 35%; Iron 15%;
EXCHANGES: 2 Starch, ½ Other Carbohydrate, 2 Medium-Fat Meat, ½ High-Fat Meat, 5 Fat
CARBOHYDRATE CHOICES: 2½



Get your greens

Top breakfast sandwiches with fresh sliced avocado, sliced heirloom tomato, or fresh greens and serve immediately.

B R E A K F A S T

TURKEY CLUB SANDWICH

This club sandwich is morning fare—featuring a biscuit piled high with a cooked-to-order egg and turkey club fixin’s.

YIELD: 1 SERVING (1 SANDWICH EACH)

I N G R E D I E N T S

Pillsbury™ Golden Buttermilk Easy Split™ Frozen Baked Biscuits (06236) 2.25 oz 1 each

AVOCADO CREAM SPREAD

Avocado, fresh, ripe	1.5 oz	¼ each
Mayonnaise	1 oz	2 Tbsp
Lime juice		½ tsp
Garlic salt		¼ tsp
Cumin, ground		⅛ tsp
Muenster cheese, sliced	1 oz	1 each
Egg, scrambled or fried	2 oz	1 each
Turkey, deli, sliced thin	1 oz	2 each
Bacon slices, cooked	1 oz	2 each
Tomato, slice		1 each

D I R E C T I O N S

AVOCADO CREAM SPREAD*

1. Place ¼ of avocado flesh in small mixing bowl and mash until smooth.
2. Add mayonnaise, lime juice, garlic salt and cumin; stir until well blended.
3. Keep cool until needed.

ASSEMBLY

1. Split warm biscuit in half; layer bottom of biscuit with Muenster cheese, prepared (fried or scrambled) egg, sliced turkey, cooked bacon, tomato slice and 1-#70 scoop Avocado Cream Spread.
2. Top with remaining biscuit half and serve immediately.

**Avocado cream holds for up to 2 days covered in the refrigerator. Sprinkle with extra lime juice if storing overnight.*

NUTRITION

1 SANDWICH Calories: 770; Calories from Fat: 500; Total Fat: 56g; Saturated Fat: 15g; Trans Fat: 4.5g; Cholesterol: 275mg; Sodium: 2000mg; Total Carbohydrate: 38g Dietary Fiber: 3g; Sugars: 5g; Protein: 28g
% DAILY VALUE: Vitamin A: 15%; Vitamin C: 6%; Calcium: 25%; Iron: 15%
EXCHANGES: 2½ Starch; 0 Fruit; 0 Other Carbohydrate; 0 Skim Milk; 0 Low-Fat Milk; 0 Milk; 0 Vegetable; 0 Very Lean Meat; 0 Lean Meat; 0 High-Fat Meat; 8 Fat
CARBOHYDRATE CHOICES: 2½



Spice it up
 Use leftover cinnamon rolls sliced in half horizontally in place of your traditional biscuit or croissant.

BACON, EGG & CHEESE

CINNAMON ROLL FRENCH TOAST SANDWICHES

Yesterday's baked cinnamon rolls are today's divine French Toast transformed into a breakfast sandwich!

YIELD: 6 SERVINGS (1 SANDWICH EACH)

INGREDIENTS WEIGHT MEASURE

CINNAMON ROLL FRENCH TOAST

Pillsbury™ Place & Bake™ Cinnamon Roll Supreme 3 oz (05358), baked, cooled	1 lb 2 oz	6 each
Eggs, whole, large	8 oz	4 each
2% milk	8 oz	1 cup

ASSEMBLY

Eggs, whole, large	1 lb 8 oz	12 each
Cheddar cheese slices		6 each
Bacon slices, cooked		12 each

NUTRITION

1 SANDWICH Calories 670 (Calories from Fat 360); Total Fat 40g (Saturated Fat 16g, Trans Fat 0g); Cholesterol 605mg; Sodium 1030mg; Total Carbohydrate 40g (Dietary Fiber 1g, Sugars 13g); Protein 36g
% DAILY VALUE: Vitamin A 20%; Vitamin C 0%; Calcium 25%; Iron 20%;
EXCHANGES: 1½ Starch, 1 Other Carbohydrate, 4 Medium-Fat Meat, ½ High-Fat Meat, 3 Fat
CARBOHYDRATE CHOICES: 2½

DIRECTIONS

CINNAMON ROLL FRENCH TOAST

1. Slice previously baked and cooled cinnamon rolls in half horizontally; set aside.
2. Whisk together eggs and milk in mixing bowl until well-blended; dip rolls into mixture until fully coated.
3. Place on lightly greased griddle, preheated to 350°F and cook approx. 2-3 minutes per side or until golden brown; keep warm.

ASSEMBLY

1. Prepare 2 eggs per serving as desired, scrambled, fried, etc.
2. Place 1 slice of cheese on piece of Cinnamon Roll French Toast; top with eggs.
3. Add 2 cooked bacon slices, top with another Cinnamon Roll French Toast piece and serve.

Tip: If desired, sprinkle sandwich with powdered sugar and serve with a side of maple syrup. Note nutritional information may change.

GET CREATIVE

Try these other meat and cheese combinations for more French Toast fun!

EACH COMBINATION YIELDS: 6 SERVINGS (1 SANDWICH EACH)

HAM, EGG & CHEESE

CINNAMON ROLL FRENCH TOAST SANDWICHES

INGREDIENTS	WEIGHT	MEASURE
Eggs, whole, large	1 lb 8 oz	12 each
Swiss cheese slices		6 each
Deli ham slice		12 each

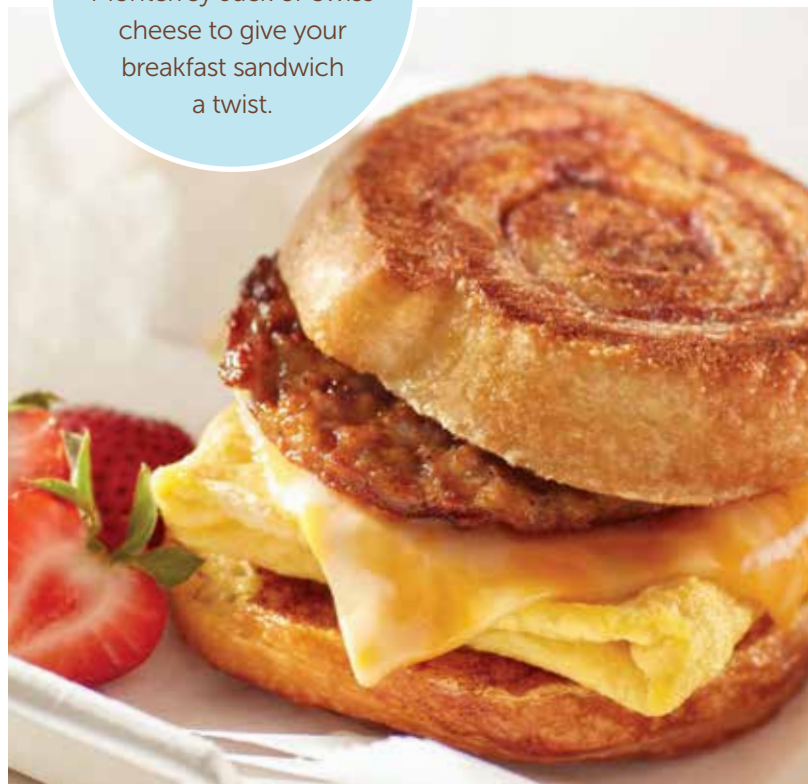
NUTRITION

1 SANDWICH Calories 630 (Calories from Fat 320); Total Fat 36g (Saturated Fat 15g, Trans Fat 0g); Cholesterol 600mg; Sodium 1000mg; Total Carbohydrate 40g (Dietary Fiber 1g, Sugars 13g); Protein 37g
% DAILY VALUE: Vitamin A 20%; Vitamin C 0%; Calcium 30%; Iron 20%;
EXCHANGES: 2 Starch, ½ Other Carbohydrate, 4 Medium-Fat Meat, ½ High-Fat Meat, 2 Fat
CARBOHYDRATE CHOICES: 2½



Flavor twist

Try using Pepper Jack, Monterrey Jack or Swiss cheese to give your breakfast sandwich a twist.



SAUSAGE, EGG & CHEESE

CINNAMON ROLL FRENCH TOAST SANDWICHES

INGREDIENTS	WEIGHT	MEASURE
Eggs, whole, large	1 lb 8 oz	12 each
Colby Jack cheese slices		6 each
Turkey sausage patties, pre-cooked		6 each

NUTRITION

1 SANDWICH Calories 660 (Calories from Fat 350); Total Fat 38g (Saturated Fat 16g, Trans Fat 0g); Cholesterol 605mg; Sodium 970mg; Total Carbohydrate 41g (Dietary Fiber 1g, Sugars 13g); Protein 37g
% DAILY VALUE: Vitamin A 20%; Vitamin C 0%; Calcium 30%; Iron 25%;
EXCHANGES: 2 Starch, ½ Other Carbohydrate, 4 Medium-Fat Meat, ½ High-Fat Meat, 2½ Fat
CARBOHYDRATE CHOICES: 3



Recommended Pillsbury™ Frozen Baked Goods to bake fresh on-site

	PRODUCT NAME		PRODUCT CODE	CASE COUNT
	UNBAKED BISCUITS	EZ Split Southern Style 3.17 oz		106249000 168/3.17 oz
		EZ Split Southern Style 2.2 oz		132391000 120/2.2 oz
		EZ Split Southern Style 2.51 oz		110752000 216/2.51 oz
	UNBAKED CROISSANTS	All Butter Pinched 3.75 oz		132113000 96/3.75 oz
		All Butter Pinched 2.75 oz		132114000 120/2.75 oz

Recommended Pillsbury™ Frozen Baked Goods requiring no on-site baking

	PRODUCT NAME		PRODUCT CODE	CASE COUNT
	BAKED BISCUITS	EZ Split Golden Buttermilk 2.85 oz		106237000 75/2.85 oz
		EZ Split Southern Style 3.4 oz		132499000 60/3.4 oz
		EZ Split Southern Style 2.85 oz		110532000 75/2.85 oz
	BREADS	Ciabatta		137738000 96/1.8 oz
		French		110174000 96/1.8 oz
		Panini		137737000 192/.82 oz
	BAKED CROISSANTS	Plain Pinched Sliced 2.5 oz		132103000 64/2.5 oz
		Butter Pinched Sliced 2.5 oz		132109000 64/2.5 oz
		Butter Curved 3 oz		132107000 48/3 oz

Whole Grain

Free of artificial flavors and colors from artificial sources



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1-800-243-5687